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Supplement No. 2

American Line Type Book T

Presenting Many
New Series of Beautiful Type Faces
Not Heretofore Shown in
Our Catalogues

1911

AMERICAN TYPE FOUNDERS COMPANY







7 200

Supplement No. 2

American Line Type Book

Presenting many
new series of beautiful type faces
not heretofore shown in
our catalogues

American Type Founders Company

Originator of Type Fashions

American Type Founders Co.

Largest Type Foundry in the World

%%%%%%

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HAVANA, CUBA
National Paper & Type Co.
Calle O'Reilly No. 46

NEW YORK CITY, N. Y., U. S. A. National Paper & Type Co. 31 Burling Slip

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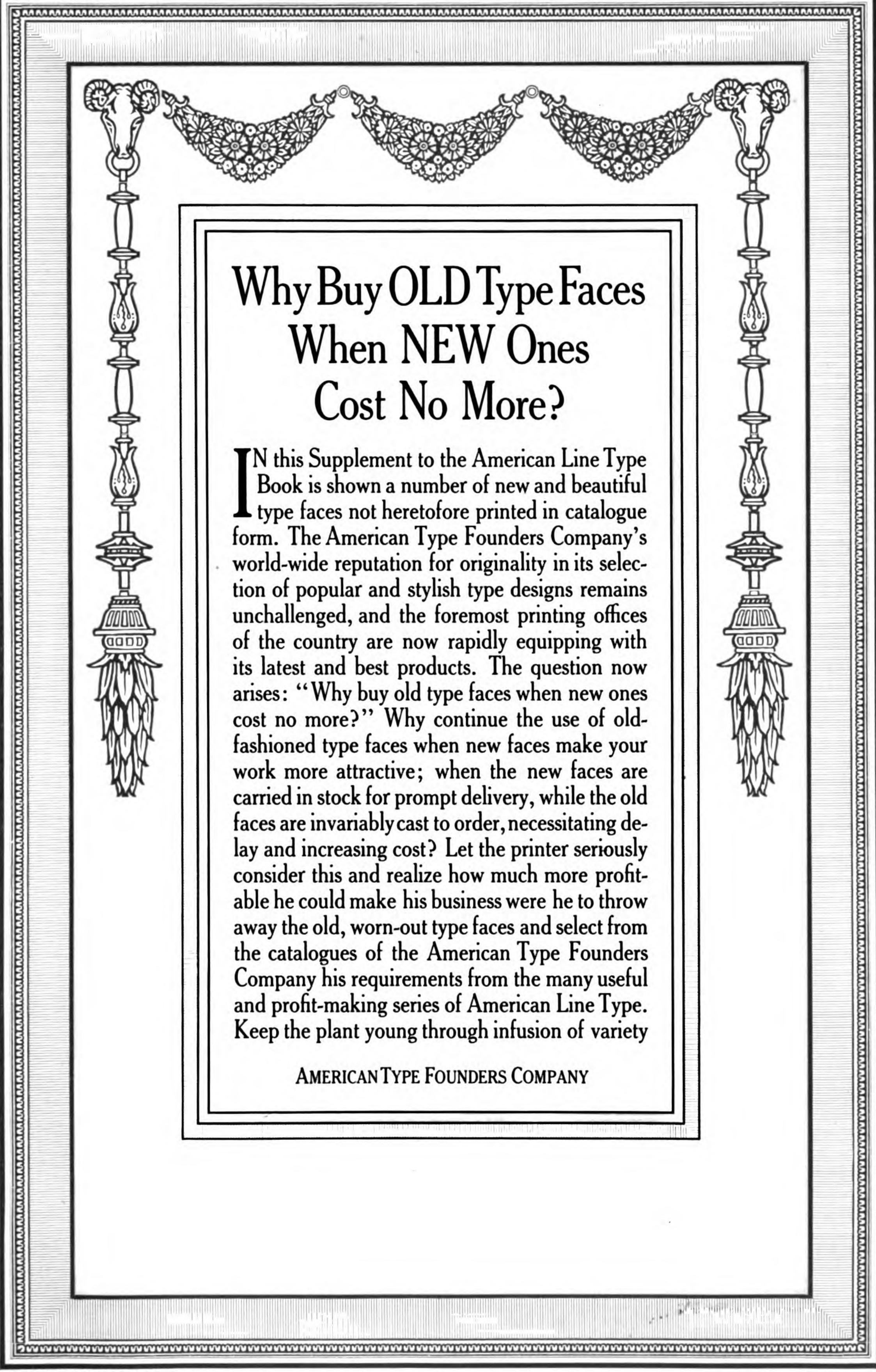
For showing and prices of other American Line Type Faces please refer to American Line Type Book and the First Supplement

The tint blocks used throughout this Supplement were trimmed and routed on a Miller Combination Saw-Trimmer and Router and printed four tints at one impression in sixteen-page forms

TO USERS OF TYPE

Keep this Supplement before you and refer to it frequently when laying out your work. The display pages will assist you materially in selecting a new dress for a catalogue, booklet or for that matter any job of printing, as they give you a splendid idea of what may be done with each series. The American Type Founders Company invites you to take advantage of the suggestions freely

For complete showing of other American Line Faces please refer to the American Line Type Book and First Supplement



72 Point

3 A \$5 20 4 a \$3 85 \$9 05

INTERMINGLES Cheltenham Dame

60 Point

3 A \$4 50 5 a \$3 35 \$7 85

DECEMBER NIGHT Chimes Entertainment

48 Point

4 A \$3 35 7a \$3 10 \$6 45

DELIGHTS REQUESTED Instinctive Maternal Lullaby

42 Point

4 A \$2 65 8 a \$2 60 \$5 25

UNKIND NEMESIS HINTING Maiden Demanding Information Handsome Christmas Reminder 36 Point

5A \$2 30 8a \$1 95 \$4 25

MENTIONING SUBLIME THINGS Characteristic Esquimaux Decoration International Question Recapitulated

30 Point

6 A \$2 00 12 a \$2 05 \$4 05

EXPERIMENTING TINSMITH DESCRIED Kindergarten Entertainment Reorganizations Bostonian Selected Prominent Manufacturer

24 Point

8 A \$1 65 17a \$1 85 \$3 50

IMPERTINENT REMARK ENJOINED WITH ZEST Demonstrative Esperanto Linguist Acquires Proficiency Beautiful Series for Booklet and General Job Printing

18 Point

13 A \$1 60 24 a \$1 65 \$3 25

MODERN DESIGNER SHOWING Some Rather Select Border Designs Originality Given Usual Prominence 10 Point

24 A \$1 20 48 a \$1 30 \$2 50

DECORATIVE INSTINCT IN GENUS HOMO Puts on Ornament Before it Learns to Use Clothes Curious and Interesting Human Traits Displayed Savage Races Grotesquely Decorate Their Bodies Humanity Always Did Love Ornament and Color

14 Point

17 A \$1 50 34 a \$1 50 \$3 00

GREAT MERCHANT PRINCE EMBARKS Important Turkish Mogul Drinks Perfumeries Pretty Discarded Favorites Quietly Beheaded 8 Point

27 A \$1 05 56 a \$1 20 \$2 25

THE PART THE EYE PLAYS IN FAST TYPE SETTING Speed of Arm Is a Factor of Only Secondary Consideration Alert Eye Should Continually Scout Ahead of The Fingers Unerringly Noting the Exact Lay of The Letter in The Case Economically and Systematically Directing Each Movement

12 Point

22 A \$1 40 43 a \$1 35 \$2 75

6 Point 30 A \$0 95 60 a \$1 05 \$2 00

EMOLUMENT AND MUCH RESPECT DESERVED Printing is Seventh Giant Industry in the United States Better Day Dawning \$1234567890 Printing Crafter

APPRECIATING THANKSGIVING FESTIVITIES PROMPTLY Magnificent Specimen of American Turkey Anticipated from Student Extemporaneous Toasts Affording Entertainment With Amusements August Personages Becoming Intoxicated During Informal Occasion Indigestion Prevented Through Beneficial and Prolonged Exercising Frolicing Youngsters and \$1234567890 Some Energetic Compositors



YOU POSITIVELY CAN'T AFFORD TO FORGET the

FARM NEWS

T is the very best medium for farm advertising and general chronicles in and about the farm region of this and surrounding counties of our State. It is paid for and read by more of the first-class families of this State than any other newspaper devoted to the interests of ranchers and farmers in general. You can't find a better way to get into the best homes than through the columns of this valuable family paper and advertiser

PUBLISHED EVERY WEDNESDAY

May Peace Abound



Christmas Carol

Issued by Hanover Publishing Company Philadelphia, Pa.

Holiday Decorator

Panel Border Bulfinch Attractor



Single Copies

Seven Cents

Three Dollars per

Year; One-Fifty

for Six Months

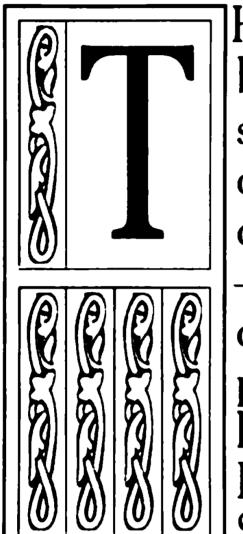
A STITCHER THAT IS AS MUCH DIFFERENT FROM AND AS MUCH BETTER THAN OTHERS AS THE MODERN PRINTING PRESS IS BETTER THAN THE HAND PRESS

The Single Adjustment Feature of the Boston Wire Stitcher is an invaluable time and money saver. By turning the hand wheel at the back of the machine to gauge the thickness of the work, all the parts, including the feed, the cutter, clinchers and table, are automatically adjusted, and the first stitch driven is perfect. This one feature does away with the many expensive accidents typical of all competitive machines and places the Boston Stitcher at the top notch as a time and money saver. It should be remembered that from three to six different operations are necessary in other stitchers having any adjustment for length of stitch, and those without adjustment are capable of stitching but a few sheets at each operation. This simplicity of adjustment places the stitcher within easy control of the operator

Rapid, Simple and in every manner a Reliable Machine AMERICAN TYPE FOUNDERS COMPANY

Century Border Cast Squares

SIGNIFICANCE AND BEAUTY IN HIGH ORNAMENTAL ART



HROUGH ornament, significance or beauty is imparted to utility. It is either symbolical or it is aesthetic. Symbolic ornament consists of elements or forms chosen for the sake of their significance—Aesthetic ornament consists of forms chosen for their beauty alone, or their power of appealing to the senses. ¶Of historic styles of ornament, the Gothic Egyptian, Assyrian, Persian, Byzantine Scandinavian, Indian, Polynesian, and

many Chinese and Japanese ornaments are symbolic possessing elements and ornamental details chosen for their significance; while in the Greek, the Roman, and the Renascence ornament the purely aesthetic motive is characteristic. ¶ Ornament, again, may be natural or conventional—imitative or inventive. The terms "natural" and "imitative" have the same meaning—viz., the exact copying of natural forms, so that they become principal, not secondary, as perfect ornament should be. Conventional ornament is the adaptation of natural forms to ornamental and technical requirements, and is seen in its greatest beauty in the frank treatment by the Indians and the Persians of their flora and fauna for the decorative enrichment of their textile fabrics, earthenware, jewelry, and implements of war

Cheltenham Oldstyle Condensed in Practical Display



A Beautiful Residence

IN A MASTER DEVELOPMENT. All those up-to-date features that make for comfort and liveableness, and which are usually associated only with high-cost houses, are to be found, at moderate prices, in the beautiful residences just completed, and welcoming your inspection at

Mount Elmwoods on Central Bayshore Electric Line

Built on plots 150 x 300, equal to 14 city lots and within easy walking distance of the station

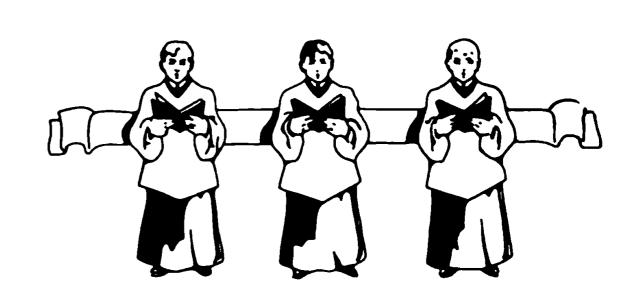
Each residence has large living room, butler's kitchen finished in tile and white enamel with running water and range, laundry, library and from three to eight large light and airy sleeping rooms and roomy porch. Has electric and gas fixtures, screens, shades and awnings Decorations quaint, restful and harmonizing with the finish of wood work. Beautiful lawn and tennis court

Prices begin at \$3,500, then \$4,200, \$4,800 and up to \$12,000. Also a limited number ranging from \$15,000 to \$20,000. Any of these beautiful, modern residences may be purchased on terms to suit conservative buyers

One-Half Acre Cottage Plots, \$1,500. \$125 Down and \$10 Monthly. Write for Booklet

H. M. Hartman & Co.

Number 98 Brotherlove Avenue, Philadelphia



EASTER

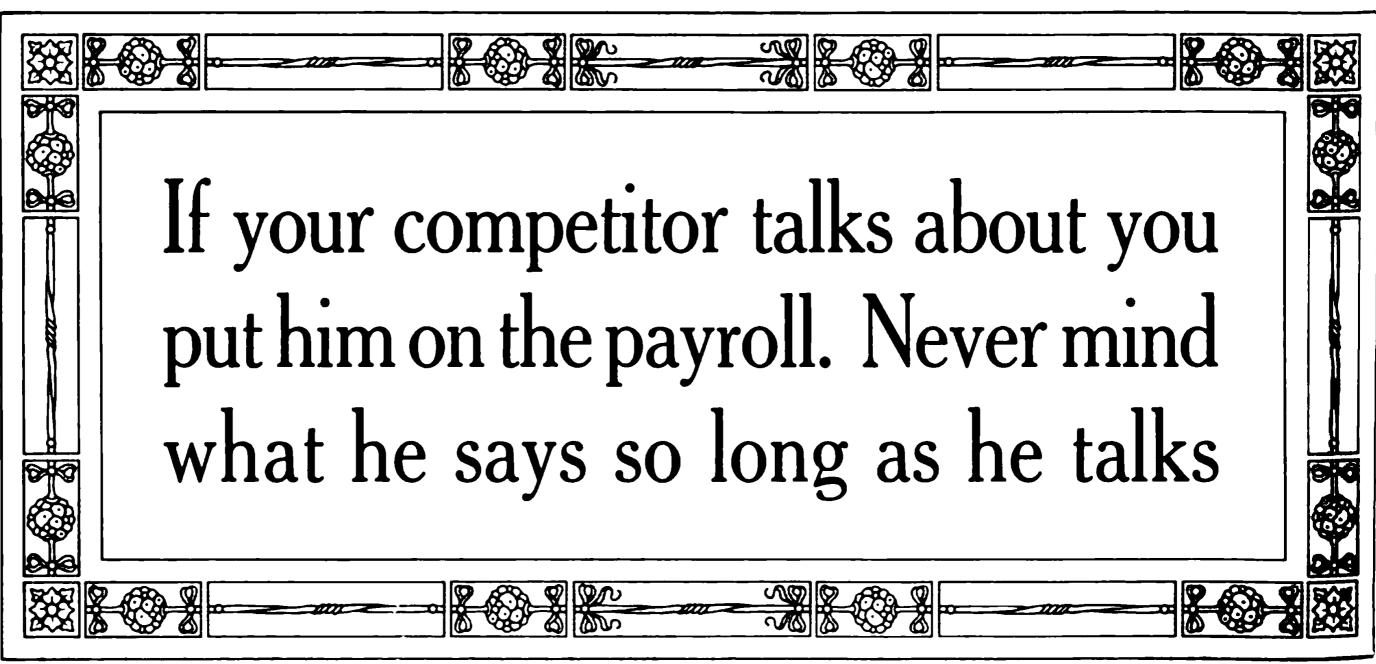
ONE WEEK FROM NEXT SUNDAY

Easter garb for clergy, clerical clothing, Latin and Anglican cassocks, albs and surplices, and pulpit gowns; in fact, everything that the clergy wears. Easter garb for choristers can be found here in a fine line of cassocks in black and colors, also cottas; in fact, we now have complete choir outfits in the very best of fabrics. Even the altar boys have not been forgotten as our excellent line of cassocks and surplices will show. Our new display of Easter neckwear merits your inspection—the season's best

HANCOCK & GORDONS
THE BROADWAY DEPARTMENT STORE

Panel Border Renaissance Ornament

Panel Border Holiday Decorator

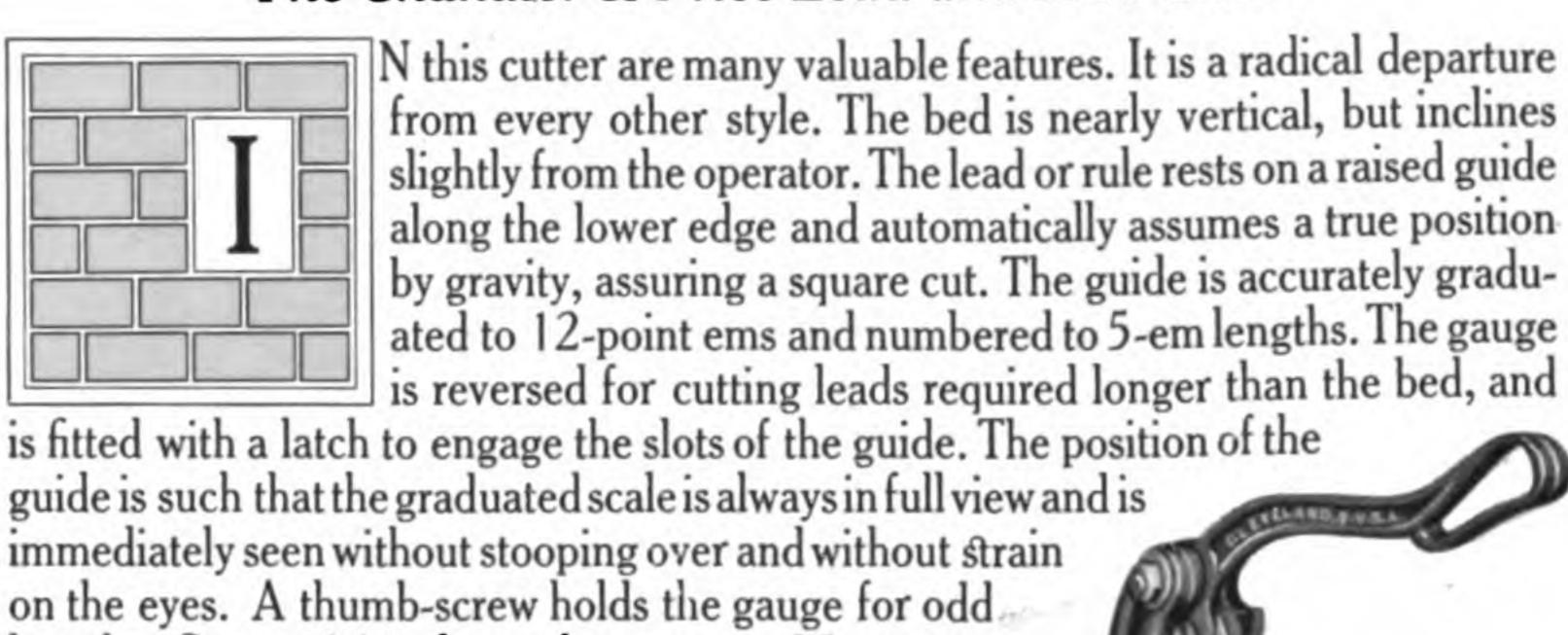


Century Border



Electrotype Half-tone No. 1 for 2 colors; complete \$2.00

The Chandler & Price Lead and Rule Cutter



lengths. Gauges 14 inches—from zero to 85 ems. In the Chandler & Price Lead and Rule Cutter the cutting mechanism is designed for accuracy and special rigidity. The two cutting blades are practically built to each other by being fastened at both ends, which keeps them working tightly together. Powerful leverage and the rigidity of

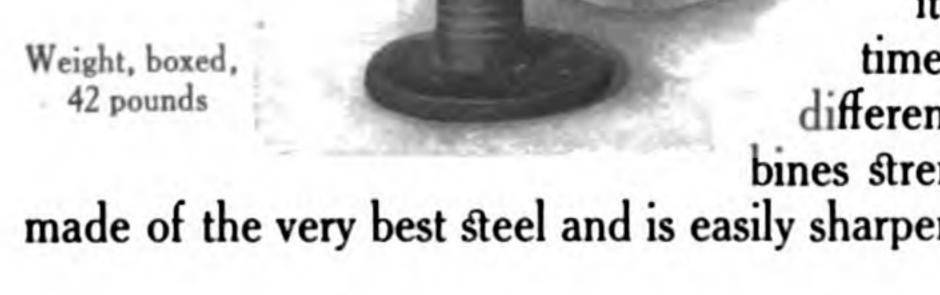
Weight, adjustment are characteristic in this cutter. boxed, 15 pounds The gauges on this cutter, when properly adjusted, cannot possibly slip; they are accurate and are sure to remain so. Short measures are quickly cut on the front gauge.

The Chandler & Price Mitering Machine

This is a strong, well-built machine for mitering brass and metal rule to any desired angle. By adjusting the screw at the end of the hub the knife can be instantly set to

cut any desired strength, making it convenient to start a miter with a strong shave, thus cutting more rapidly, and then toning the shave down to accuracy in the finishing. A good mitering machine is one of the handiest implements around a composing room—a tool that is useful in so many ways that it will pay for itself in economized time. The Chandler & Price Machine is different from all others in design. It com-

bines strength with simplicity. The knife is made of the very best steel and is easily sharpened, thereby insuring a good miter.



Half-tone Cuts used on this page are taken from Chandler & Price catalogue

72 Point

3 A \$6 70 4 a \$4 35 \$11 05

UNDERMINE Honest Sailors

60 Point

3 A \$5 30 6 a \$4 80 \$10 10

MUSIC ENDING Studious Mothers

48 Point

4 A \$4 05 7 a \$3 55 \$7 60

DESIGNS PLEASED Recognized Simplicity

42 Point

5 A \$3 60 8 a \$3 00 \$6 60

HANDSOME MEMBER Cheltenham Style Recent Prints Beautiful Brochure

36 Point 5 A \$2,55 9a \$2 45 \$5 00

DESIRED LEGIBLE SERIES Promised Rewards Compared Manuscripts Interested Printer

30 Point 6 A \$2 25 10 a \$2 00 \$4 25

STUDIED TIRESOME PROBLEMS Modern Printers Secure Cheltenham Superlatively Composed Manuscript

24 Point 7 A \$1 70 14 a \$1 80 \$3 50

USEFUL NORTHERN FROZEN RIVERS Encouraging Uniform American Hospitality Combinations Regarding Window Colorings

18 Point

11 A \$1 60 21 a \$1 65 \$3 25

BEAUTIFUL MAHOGANY Quickest Newspaper Printers Discouraging News Received 10 Point 19 A \$1 20 38 a \$1 30 \$2 50

LUMBER CAMPS DISCOURAGED Discard Your Obsolete and Worn Out Type, Substitute Modern Type Faces Popular Cheltenham Family Relieves Customers and Printers from Anxiety

14 Point

15 A \$1 45 28 a \$1 55 \$3 00

PRINTERS THRONGING SHOPS Cheltenham Medium For Best Work Helpful Type Faces Relieve Owners 8 Point

22 A \$1 05 45 a \$1 20 \$2 25

DEMOLISH LARGE ORIGINAL THEATRE
The Bringing Out of Type Faces in Large Series
And the Development of Families Has Caused
The Change in Typography; the Change which
Shows Contrasts by Use of the Varying Weights

12 Point

17 A \$1 35 34 a \$1 40 \$2 75

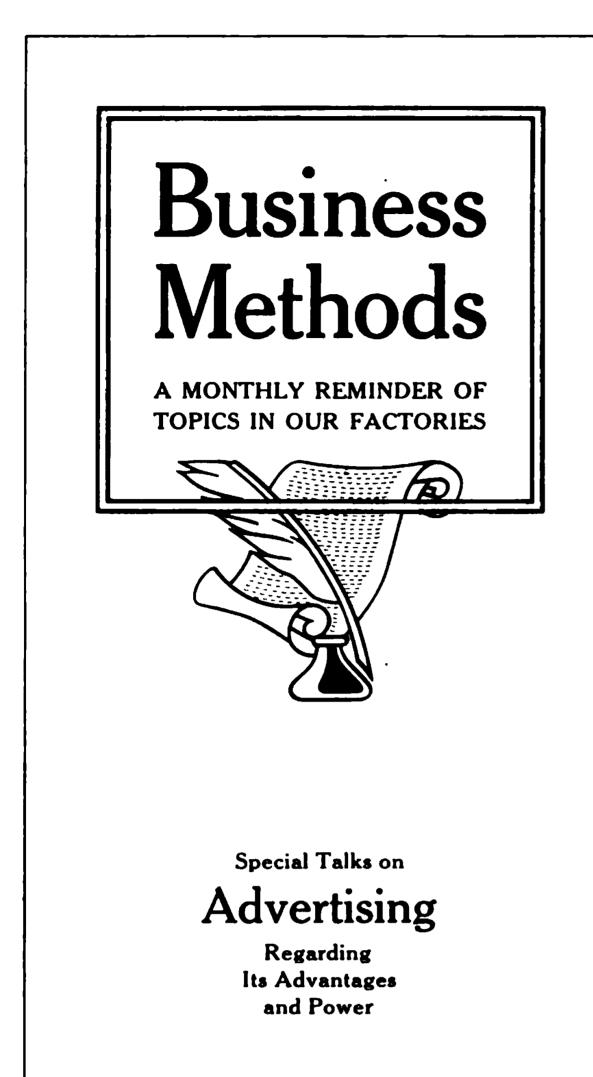
MIDSEASON RAINY PERIOD HELPFUL Italian Artists Entertained American Guests Racing Pedestrian Matched Championship American Type Best Type \$1234567890

6 Point

26 A \$0 95 50 a \$1 05 \$2 00

THE BUYING OF TYPE FACES IN WEIGHT FONTS If You Have Never Tried This Plan You Have No Idea of The Time Saved in the Composing Room. This of Course Necessitates Larger Fonts, and it is on this Account that Printers Will Appreciate the Innovation Established by The American Type Founders Company of Selling Job Type in Weight Fonts at Body Type Prices \$1234567890

Cheltenham Medium in Practical Display

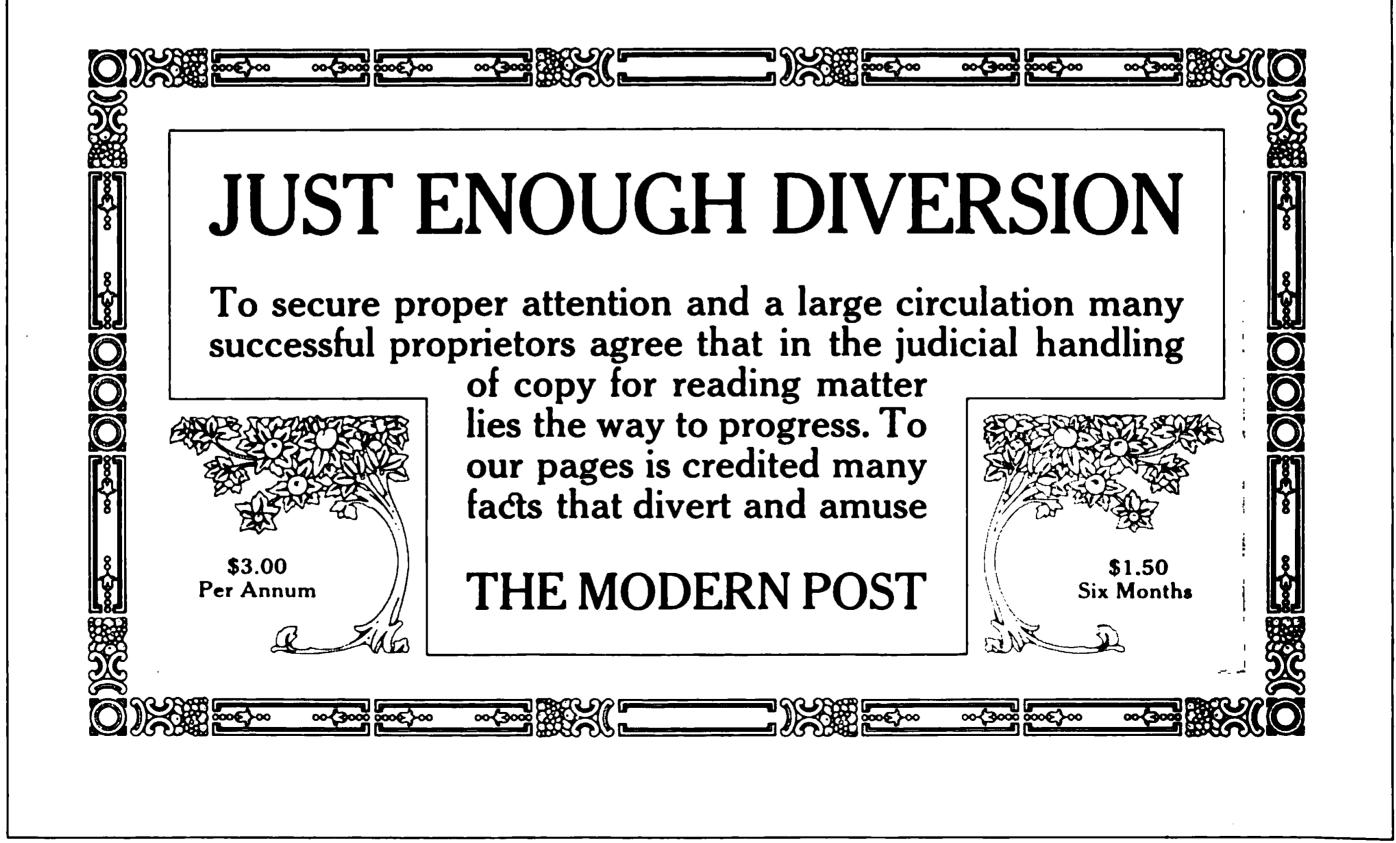


INFLUENCE OF THE TRADE JOURNAL ON OUR INDUSTRIAL DEVELOPMENT

EVER has it been reported that Aesop published a technical journal, but it is widely known that he possessed a generous supply of the truly American advantage, practical common sense. Thus equipped, and with his ability to present his message in an attractive form, he might have justly aspired to the profession of journalism (even technical journalism) but for the fact that he was born some thousands of years too soon. One of the Aesop stories relates how a certain husbandman told his sons that he had left unto them gold buried under the ground in his vineyard, and they digged all over the ground and of the gold they found none, but by reason of stirring and digging the mould about the roots of their vines, they had a very good vintage the next year. Lord Bacon, another philosopher who ought to have been an American, repeats this fable with the following comment: "So, assuredly the search and stir to make gold hath brought to light a great number of good and fruitful inventions and experiments, as well for the disclosing of nature as for the use of man's life." Now, it is just along these lines that the

Versatile Ornament No. 86

Strathmore Mortised Initial No. 225, Color No. 226

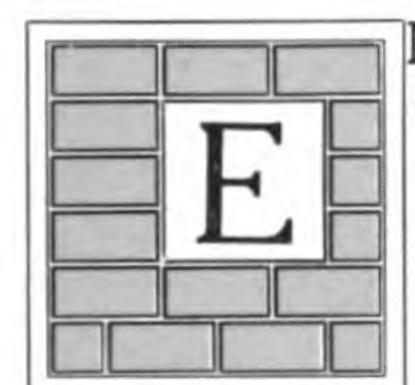


Cheltenham Medium and Italic in Practical Display



Electrotype Half-tone No. 2 for 2 colors; complete \$2 00

ABOUT THE CHANDLER & PRICE GORDON PRESS



NTERPRISING printers are appreciating the important points which make this press far superior to any other. In ninety out of one hundred printing offices in the country, the Chandler & Price Gordon Press is certainly the greatest money maker in proportion to investment and cost of operation of any of the equipment. When other presses are idle in a shop, this

press is usually busy and crowded with work. It is undoubtedly true that the foundations of a big majority of the successes made in the printing business during the past twenty years were laid with the profits made upon Chandler & Price Gordon Presses. Although the first of these machines were built in the year 1886, most of them are still in use. Printers will part with other presses for new ones, but they hold on to their Chandler & Price Gordons. This is proven by the fact that though thirty-four thousand of these machines are in use, it is an unusual thing to find a second-hand Chandler & Price Press that is offered for sale, they being so well constructed they outlast all other makes.

The Design or Mechanical Principles

A machine of few parts has a distinct advantage over a machine having many parts, provided it does its work equally well. That is one of the great advantages of the Chandler & Price Gordon Press as it has fewer

parts than any other type of job press, and its work is excelled by no other. The fact that there are over thirty-four thousand Chandler & Price Gordon Presses in everyday use should be sufficient evidence that they give first-class satisfaction. The design and mechanical principles produced in the Chandler & Price Gordon Press are as nearly "fool proof" as a printing press can possibly be made. It has no complicated parts, and is simplicity itself in all its movements, thereby reducing most repair costs.

Weight Balanced Perfectly

The Chandler & Price Gordon Presses weigh from three hundred to five hundred pounds heavier than other presses of the same type, the extra material being

largely in the frames, the platen and the bed, though it is distributed in proportion through the other parts of the machine on which strain of impression is thrown. Great care has been used to distribute the weight so that all parts

Half-tone Cuts used on this page are taken from Chandler & Price catalogue

Some Marine Expeditions Under Extraordinary Men

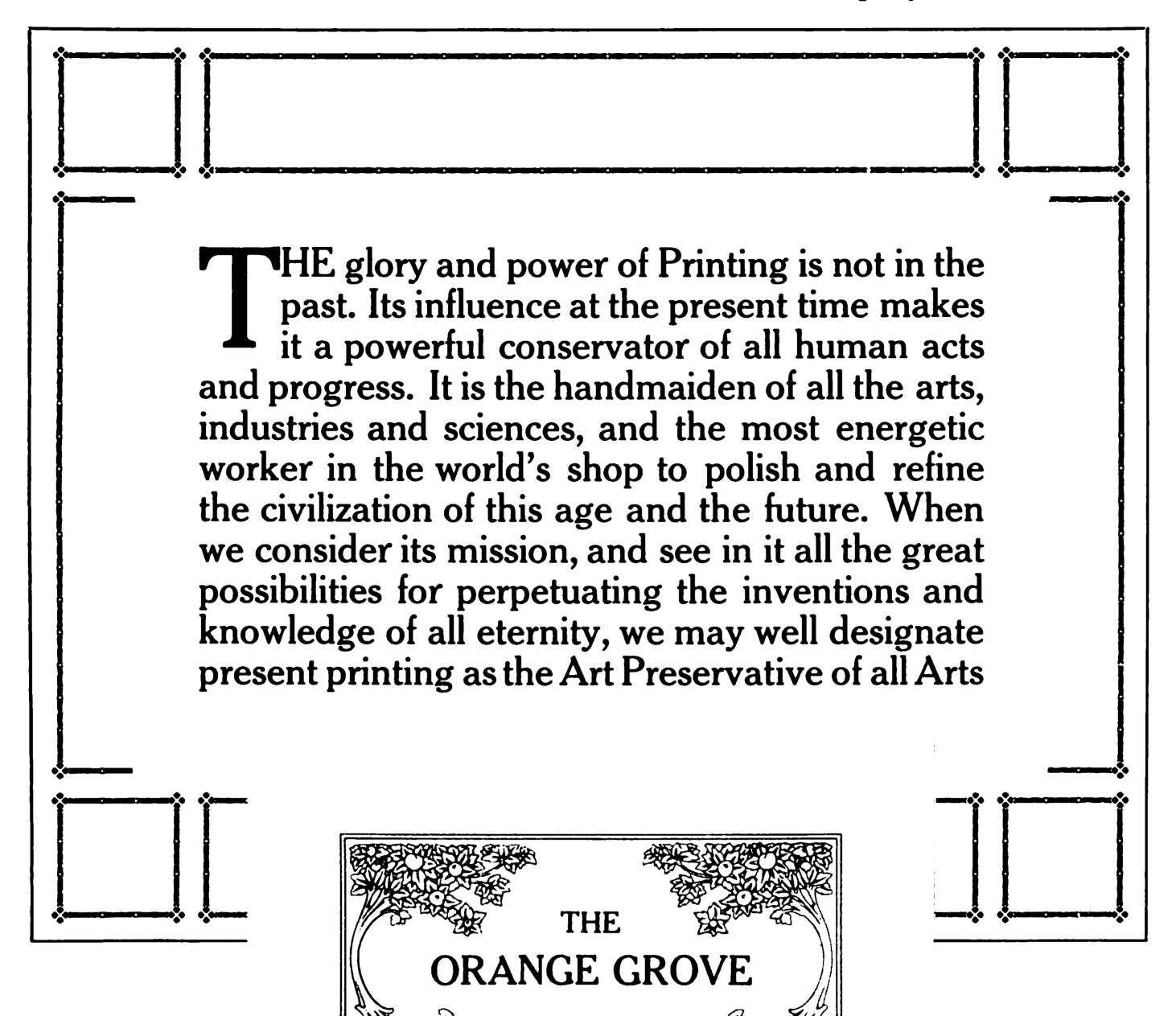
GIVING A COMPLETE AND DESCRIPTIVE ACCOUNT OF THE CRUISE THROUGH THE PERILOUS CHANNELS TAKEN BY THE SEARCHERS



HESE marvellous and very exciting adventures of John Amond, his servant Conseil, and a Norwegian harpooner, Ned Jenson, had their origin in 1867. For many weeks ocean vessels had been met by an "enormous beast," a

long object shaped like a spindle, occasionally phosphorescent, and infinitely larger and more rapid in its movements than a whale. Others observed what appeared to be a sandbank, or reef, in mid-ocean, which shifted from place to place. Ships were injured by collisions with the mysterious object, and others were beyond the shadow of any doubt destroyed by it, since there were numerous total disappearances of vessels. Finally the United States Government sent out a warship, the Abraham Lincoln, to search for and capture or destroy the creature, whatever it might be. On that vessel I, John Amond, with Conseil and Jenson, secured passage. Hundreds of miles were sailed without any result. Then, November 28, not far from the coast of Japan, the object of our quest was sighted. A prolonged chase began, the unknown object easily keeping ahead of the ship. But one night it lay still upon the water, apparently an enormous whale with a luminous eye. Our vessel stole up to it. Ned hurled the harpoon. I heard the sonorous tone

Cheltenham Medium in Practical Display



THEN we speak of oranges, we at once bring before our minds a vision of the beautiful State of Florida, the flowery peninsula, where flows the fountain of youth perpetual. How would you like to own a few acres of the orange country? You will not find a more pleasant place for a home in all the world than among the orange trees with their fragrant blossoms and their golden fruit. The Key West Real Estate Company will mail you a portfolio containing actual photographs of the orange territory showing the groves at all seasons of the year. In this portfolio are also views of the Everglades, Cypress Springs, and some interesting historical sites in quaint old St. Augustine. Fill out the enclosed blank and mail to us, and receive this collection of views from Florida. This land lies close to the great Indian River district and is known to be free from destructive early frosts. Jacksonville lies but a few miles away and is reached by one of the best roadways in the State. Florida has an annual production of five thousand boxes Cheltenham Medium (Non-Kerning) Italic

72 Point

3 A \$6 85 4a \$4 55 \$11 40

SEIZE MINE Deduct Riches

60 Point

3 A \$5 55 5 a \$4 10 \$9 65

BUSHINGTON Kerns Abolished

48 Point

4 A \$4 25 6 a \$3 50 \$7 75

BANKERS TRUST Monstrous Theatrical

42 Point

5 A \$3 65 7 a \$2 90 \$6 55

PICTORIAL REVIEW
Circular Advertisements
Runaway Maims Eleven

36 Point 5 A \$2 80 8 a \$2 30 \$5 10

CLEAR PRINTING DONE Enormous Railroad Dividend Material Saving Contrivance

30 Point 6 A \$2 35 9 a \$1 90 \$4 25

SOUGHT MODERN DESIGNER Cheltenham Harmony Association Handsome Lithographic Inventions

24 Point 7 A \$1 85 12 a \$1 70 \$3 55

WONDERFUL PRODUCTION GIVEN Encouraging Department Superintendents Concedes Unimportant Historical Precedent

18 Point

10 A \$1 60 20 a \$1 65 \$3 25

INCREASING INTEREST Crowded Department Stores Gives Handsomest Souvenir 10 Point

19 A \$1 25 38 a \$1 25 \$2 50

ADMIRED HANDSOME ITALICS Recognized Leader in Type Fashions The Result of Scientific Study Noted Adequate Conception of Real Beauty Wisely Avoids Persistent Elaboration

14 Point

15 A \$1 50 28 a \$1 50 \$3 00

8 Point

22 A \$1 10 43 a \$1 15 \$2 25

AMERICAN TYPE FOUNDERS
Corrects Constitutional Amendment
Superfluous Avoirdupois Unhealthy

HAS INDIVIDUALITY AND ORIGINALITY Sought Deft Hands Guided by Studious Heads An Italic Suitable for Wide Range of Display Extremely Graceful, New Type Face Presented Cherished Inmates of Oldest Library Interesting

12 Point

18 A \$1 40 35 a \$1 40 \$2 80

6 Point

24 A \$0 95 48 a \$1 05 \$2 00

PUBLICS ENTHUSIASM INCREASES
Recognized Peoples Exceptional Qualities
Americans Entertain German Yachtsmen
Rush Orders \$1234567890 Very Esthetic

DISCRIMINATING PRINTER MERITED HONORS
Appreciative Craftsmen Will Admire this Beautiful Face
Most Readable and Impressive Italic Series Ever Shown
Note Liberal Gradation of Sizes and General Excellence
Renowned Achievements Reflecting Progressive Workers
Its Decided Superiority a Direct Result of Scientific Study
Type of Great Merit \$1234567890 Noteworthy Feature

Barton Dime Savings Institution

Four Per Cent Interest Paid on Deposits

Capital and Surplus \$48,500

Safe Deposit
Boxes Rented by the
Month or Year

Versatile Border

HERMIT INLET

Out in the Pure, Pine Laden Air the Day Long

This Out-of-Door Resort is the most attractive of all the Fall and Winter rendezvouses; the absence of severe weather, continual sunshine, invigorating, dry climate, pure water, every convenience for visitors, etc.

Mendson Club

NOTICE

This advance notice is sent to remind you of the date set for our Twelfth Annual Excursion to Boundingville Beach. The regular games are under direction of our organizer, Mr. Knowles, to whom all communications pertaining to tickets, games and dining service, should be addressed. According to resolution passed at our last meeting, the member who sells the greatest number of tickets will be honored by the club in the presentation of a twenty-dollar gold piece. Don't forget the date

Rain or Shine

August Twenty-Ninth

WhatisaSpecimen?



E are often asked by new correspondents to send them a book of specimens of our work. In all of these

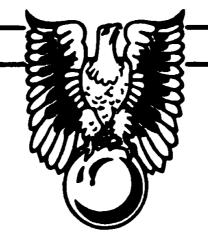
cases we reply that we have no specimen book of our own work. There is a marked difference in the quality of the work you will find in the books of specimens, such as many printing houses issue, and the quality of their everyday product which they deliver to their patrons. Write for samples of catalogues and booklets, and other commercial work we have made in your line; what we have done for others we can do for you, and perhaps even better. Give us a trial order

Hemingstone Print Shop
Highest Quality Catalogues and Fine Job Work
Doan Street, Kensington, Maine

Cheltenham Medium and Cheltenham Medium Italic in Practical Display

Variety Means Profit and New Faces Cost No More Than The Older Designs	
Variety is a strongly-marked factor in the commercial activity of this age. Modern merchants and manufacturers in all lines have found it profitable to cater to the public demand for frequent innovations. Many years ago the styles in feminine garments did not change once a year. A dress was in style until it was worn out. Now such styles change at least once in every three months. Even the apparently conventional clothing of men varies constantly. This Fall the coat lapels are cut short; last Spring they were cut very long. Naturally there is an added profit for the tailors and the dressmakers under these modern conditions. They will assert that variety pays. Every progressive printer will take advantage of this modern taste for variety, for more variety is possible in printing today than ever before. The American Type Founders Company is constantly designing and producing new and attractive type faces. These newer faces cost no more than the old designs and they will infuse into the work of the printer who buys them the variety that attracts the purchaser of printed matter	

GRAND NAVAL AND MILITARY CELEBRATION

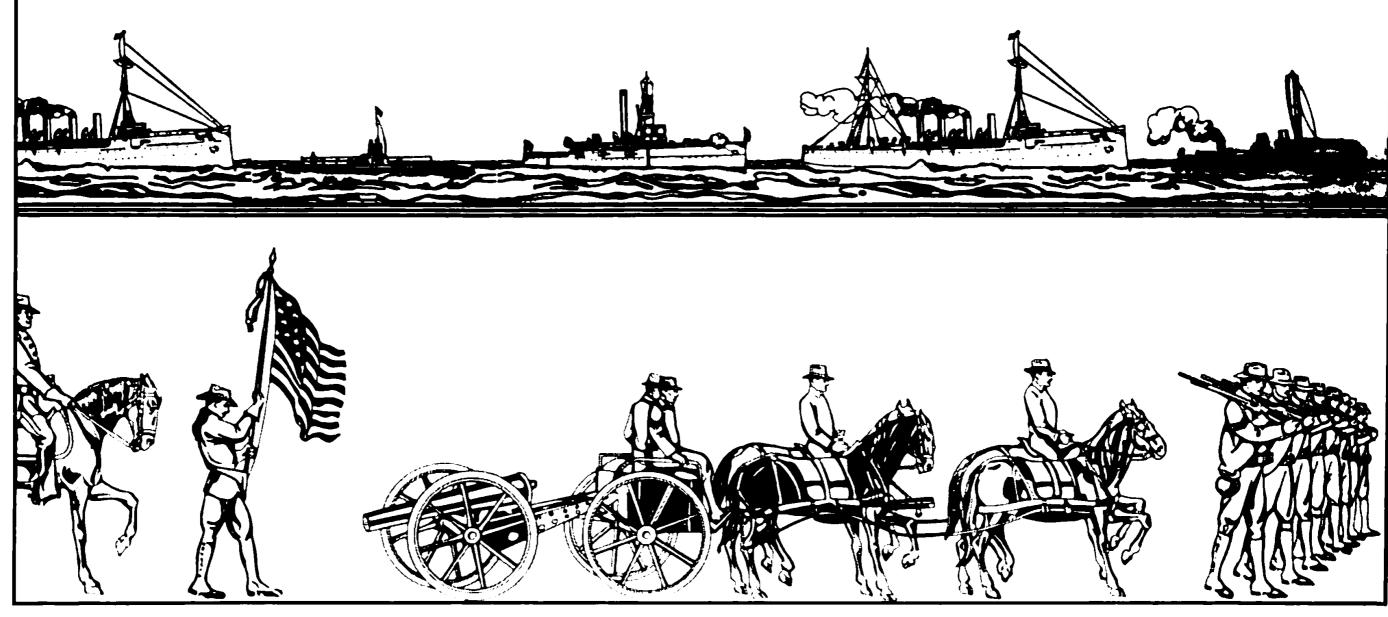


Begins March 29th and Closes April 1st

Souvenir Program

THE PROGRESSIVE LEAGUE

City of Boston, Massachusetts

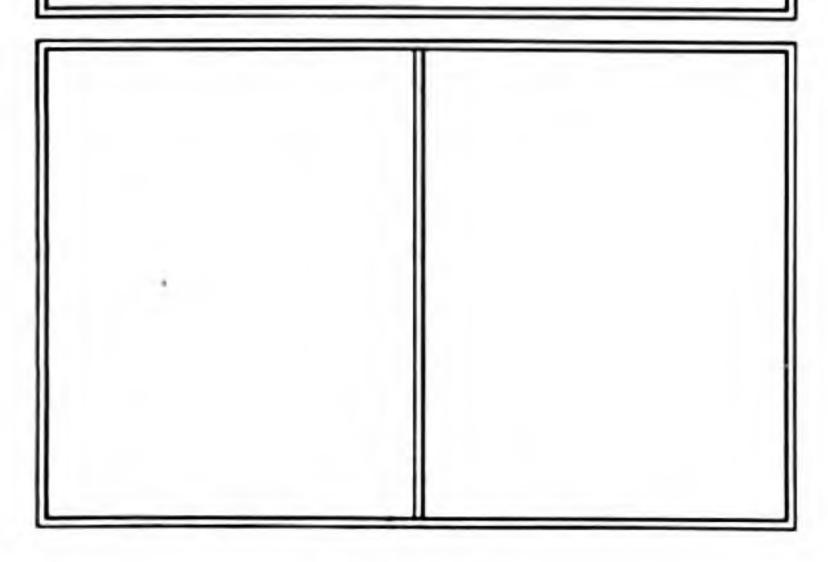


OBTAINING THE TITLES

Closing the titles to real estate is often a very tedious matter and, unless it is conducted by experts, complications are apt to follow, and it is possible for you to incur great financial loss thereby. Let us show you our modern methods and facilities for closing real estate titles, etc.

TRUST COMPANY

Offices, Second Floor Trust Building



Century Border Strathmore Ornament

Wedding Gifts FORD GOLDWARE

THE name of The Ford Company is so inseparably connected with Silverware that it may not be usually appreciated that the company also produces an extensive line of 14 and 18 carat Goldware which is truly renowned for its exquisite taste, for its great beauty and refinement and real artistic value. Almost any article in silver is usually made in gold. The splendid assortment of fine Tableware is most comprehensive, while within possible choice are Coffee Sets, Bowls and Cups, Loving Cups, Tea Caddies Porringers, Picture Frames, Reading Glasses, Toilet Articles, Match Boxes Mesh Bags and Articles for Ornament

REAMER G. FORD COMPANY

Silversmiths and Goldsmiths
Sixth Avenue at Tenth Street
New York City, N. Y.

Evening Dress Garments for Men



everyday garments of course you are careless or indifferent, but just their functional duties

demand that you adhere to established forms regarding the Evening Garments, even unto the smallest detail. Such are the Evening Dress Garments made by us. They are as perfect as hands can make them

HARLEM GARMENT WORKS

1847 Montgomerys Avenue, Borough of Manhattan, New York

72 Point

3 A \$7 00 4a \$4 15 \$11 15

NICE HERD Mocking Bird Royal Singers

60 Point

3 A \$5 45 5 a \$3 80 \$9 25

MINERS RING Sublime Episode Chairs Damaged

48 Point

4 A \$4 15 7 a \$3 55 \$7 70

GRAND KNIGHTS Enchanting Mansion Literary Department 42 Point

5 A \$3 60 8 a \$2 95 \$6 55

BRIGHT REMINDER Enterprising Merchants Statesmen Contributing

36 Point

5 A \$2 85 8 a \$2 40 \$5 25

CHARMING DREAMERS Exquisite Souvenirs Bought Remarkable Ornamentation

30 Point

6 A \$2 25 10 a \$2 05 \$4 30

PRINTING CLEVER DESIGNS Have Interested Customer Remain Distinctive Arrangement Obtained Secures Numerous Useful Benefits

24 Point

7 A \$1 85 12 a \$1 65 \$3 50

MERITORIOUS REPORT GRANTED Extraordinary Measures Receive Censure Delighted Senators Securing Recognition Harmonious Organizations Congratulated 18 Point 10 A \$1 60 20 a \$1 65 \$3 25

BRIGHT TYPE DESIGNS FOR THE PRINTER PRODUCED ARTISTIC ADVERTISING PAGES

American line type is noted for original and effective characteristics by the leading printers and advertisers of this country and abroad. Every printer who knows the value of artistic advertising typography will surely appreciate the splendid type faces recently brought out

14 Point

14 A \$1 45 28 a \$1 55 \$3 00

8 Point

24 A \$1 10 47 a \$1 15 \$2 25

SOME PLEASING DESIGNS IN BORDERS AND ORNAMENTS In addition to the large and varied assortment of type designs made by this Company the printer can also be supplied with the most artistic line of modern decorative material VITALIZE YOUR BUSINESS BY KEEPING YOUR TYPE STYLES ALIVE AND ACTIVE New and original type faces stimulate orders for the printer. When the printer puts in a new face he knows he has something good to offer his customers, and this thought puts snap and ginger into his own thoughts and actions. In short, he gets a hustle on him, and business comes easier and more profitable. Type is the life-blood of the printing office, and the wise printer of today does not allow his type styles

12 Point

17 A \$1 35 35 a \$1 40 \$2 75

6 Point

25 A \$0 95 50 a \$1 05 \$2 00

POPULAR AMERICAN LINE TYPES ARE PROFITABLE AND PLEASING The most important factor in building up a successful printing business is the type It is the lever which stimulates or retards the growth of an establishment. In many plants the types are put on the same par as the collective art knowledge, experience and brains of the organization \$1234567890

STRIKING EFFECTS SECURED WITH MODERN TYPE DESIGNS AND DECORATIVE MATERIAL

In most cases type should be purchased in families, in complete series and in large fonts. A great variety of unrelated types in small fonts is expensive to buy and expensive to use. Printers will get better and quicker results with large fonts of a few well-selected series of related styles than with a miscellaneous assortment of faces never intended to be used together, and with which good results are obtainable only by exercising a great amount of time-absorbing care. Simplify your type selection. Fewer faces and bigger fonts is the economic policy. Old material should be discarded without qualms whether it be cases, racks, type or what not, since it costs more to keep such material than to discard it \$1234567890

10 Point

19 A \$1 20 38 a \$1 30 \$2 50

5 Point 24 A \$0 95 48 a \$1 05 \$2 00

OBSERVING PRINTERS CONTINUE THE DEMAND FOR DISTINCTIVE FASHIONS

The type founder who produces a distinct and pleasing type face not only stimulates the type business but vastly stimulates the demand for printing. Such an addition to a printing plant is equal, at least, to the accession to the staff of a successful designer, and each new type face gives impetus to the printing business just as each brainy addition to the printer's staff does

SIMPLE STATEMENT OF FACTS KNOWN TO PRINTERS

The great type designs originated by this Company have captured the advertising genius of the country. The many new type faces

THE TYPES THAT MAKE PRINTING POPULAR, BEING A

the advertising genius of the country. The many new type faces recently brought out in related families have an immense potency in advertising. It has become worth while, necessary, in fact, for the advertisers to study type design, and that study has cultivated a demand for printing millions of dollars' worth more than could have been the case if the American Type Founders Company had not reformed typographic design. Its influence has been as great abroad as well as in our own country, and now America, through its greatest type foundry, is acknowledged leader of type fashions. The typefounder who perfects a successful type face not only aids his own business, but helps the business of printers who use that face. If we examine the pages of our great magazines or the fine catalogues of the present period, we will observe them all using the type families mentioned above. The printer is wise that uses them

Clearface in Practical Display

The Swift

HE purchase of appropriate ornaments is another great factor in the best printing offices. To have an assortment constantly on hand and plenty for every emergency is really an economic proposition. It goes without saying that a graceful and properly selected ornament applied to a job of printing will



The velocity of this machine surpasses that of all other cars

THE SPEED CONTEST AT ROCHE HOW THE SWIFT EASILY WON TH

Versatile Ornament

THANK YOU

We appreciate this order, which it is hoped has been filled to your liking and will lead to future business relationship between us

HIGH-GRADE ADVERTISING TYPOGRAPHY

MINORT PRESS
Caxton Building, Boston

Royal Silver of Louis XIV



JAMES B. HART COMPANY SILVERSMITHS

HART SHINE IS THE BEST SILVER CLEANER

Louis Fourteenth surrounded himself with masters of every art and craft. He stimulated them to do their best by very lavish payments of money. Under such a royal master these men made his reign famous for its splendor. It was an age of magnificence. Today we show that seventeenth century magnificence interpreted in sterling silverware in the style of Louis XIV The effect is exceedingly impressive with a massiveness and grandeur seldom seen. In an examination of our silverware there will be found designs adapted to different periods

Department Store Initial Versatile Ornament Cast Squares

GLEN OUTING CLUB



The original conception of the Glen Outing Club was nature's own. Its organization was due to the happy combination of natural advantages grouped about this region, where mountainous heights, and pleasant valleys, rocky craigs and rippling water-courses, and the peace and ozone invite lovers of nature

COLONEL MARTIN LAMBERQUINS, KEEPER

INTERESTING HINTS IN REGARD TO THE ROLL-FRONT

Case Rack

ANY printers have often desired to abandon the regular case racks and substitute a cabinet, thus increasing the life of the type by having it free from dust

The new Roll-Front Case Racks solve the problem as they are equal to cabinets in every way. They are made of ash, finished in bright antique oak

The Roll-Front Case Racks are fitted with steel runs and are thoroughly manufactured in every way. Have a fine brass desk lock in center and a single key secures the entire tier of cases. For further information write to nearest House of the American Type Founders Co., Selling Agent

Time wasted in hunting sorts is bound to prove a profit lost, and this can all be avoided by purchasing your Job Type in Weight Fonts at our Body Type prices and liberal discounts, thus assuring full job cases at a small cost

A new and very beautiful book and job letter with splendid characteristics, making it very adaptable wherever a strong distinctive face is necessary. Unsurpassed for all-round work

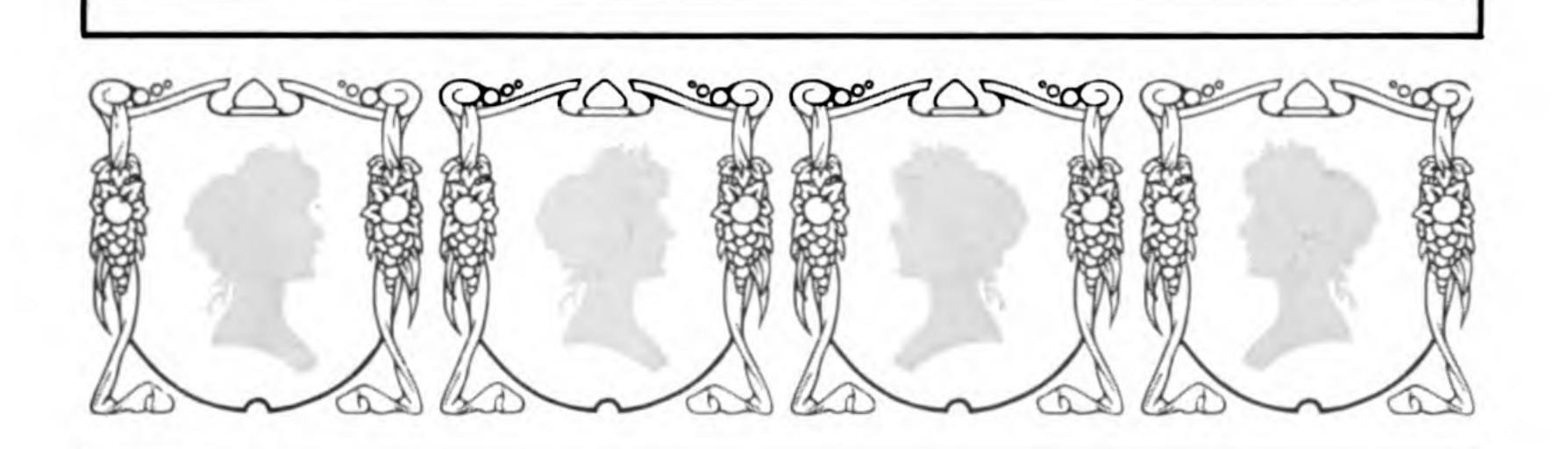
American

Type Founders Co.

FOURTEEN EVENLY GRADUATED SIZES, RANGING FROM FIVE POINT TO SEVENTY-TWO POINT, FORMING A USEFUL SERIES

Century Border Strathmore Ornaments

Clearface in Practical Display



THE COLONIZING OF PLYMOUTH ROCK

SOST noteworthy of all was the colony planted at Plymouth, Massachusetts, on December 20. This was established by Englishmen belonging to the Congregational Church. They had been persecuted in England because of their dissent from the established church, and first sought a place of refuge in Holland. Shortly after they came to America to organize a colony where they might have freedom to worship God according to the dictation of their own conscience. They sailed from Plymouth, in England, on September 16, 1620, in the ship Mayflower, and reached the American coast on December 20; and for many months they had great hardships to endure, and many of them died. The survivors persevered and made a permanent settlement which finally became the most important of all the English colonies in America. At first they got along in friendly fashion with the Indians, especially with the great Samoset and Massasoit. But the son of the latter, King Philip, was their deadly foe. A bitter war was waged with him which ended with his death and the dispersion of his tribe. Colonies

3 A \$6 €0 4 a \$4 25 \$10 85

TRENCHES Clearest Italic

60 Point

3 A \$5 90 4 a \$3 75 \$9 65

FINE DRINKS Requires Printer

48 Point

4 A \$3 90 7 a \$3 65 \$7 55

SENDING MINER Drawing Handsome

42 Point

4 A \$3 15 7 a \$3 10 \$6 25

MODEST NUMBERS Copied Novel Designer Note Renowned Series 36 Point 5 A \$2 80 8 a \$2 40 \$5 20

KINGS HUNTED BIRDS Introduce Graceful Dancing

30 Point 6 A \$2 15 10 a \$2 10 \$4 25

HINDER ARTISTIC PRINTER Ignorance of Newest Type Design

24 Point 7 A \$1 75 12 a \$1 75 \$3 50

SECURE DELIGHTFUL THOUGHTS Thinking Printers Everywhere Interested Beautiful Clearface Italics Always Please

18 Point 10 A \$1 60 19 a \$1 65 \$3 25

STRONGEST RETURN PROMISED TONIGHT Secure Reliable Type Faces and Observe the Result Beautiful Clearface Italic for the Modern Print Shop

14 Point

15 A \$1 45 29 a \$1 55 \$3 00

8 Point

22 A \$1 10 43 a \$1 15 \$2 25

USED PROFITABLE SCIENCE Publish Interesting Stories Today Artistic Specimens Repay Printers Clearface Italic Pays Handsomely

USING STYLISH PRINTING MATERIAL Our Instinct Points Toward Clearface Italic Printers Conditions Improved Beyond Doubt Founded Up-to-Date Printing Establishments Best Specimens Produced with Utmost Care Every Reliable Service Performed is Repaid Purchasers of Printing are Greatly Pleased

12 Point

17 A \$1 35 34 a \$1 40 \$2 75

6 Point

24 A \$0 95 48 a \$1 05 \$2 00

SHOWING COMPLETED RETURNS Many Studious Printers Qualify Rapidly Clearface Italic Will Satisfy the Customer Produce Brilliant Feature \$1234567890

WONDERFUL DEMONSTRATIONS PRODUCED America's Great Manufacturers Advertise Heavy Gain Largest Corn Crop ever Produced in Western Kansas German Singing Societies Delighted Large Audiences Money Used Purchasing Clearface Italic is Well Spent Consider Well Before You Purchase other Type Faces Best Results in Printing Business Gain \$1234567890

Bander Print Shop and Ninth Streets MADISONIAN

CORNER HENDERSON

Designing :: Etching :: Embossing :: Printing

Herndrand

GREATEST FICTION DEALERS IN THE SOUTHERN STATES

The Heritage of the Wilderness

By William Taylor Bly "An appealing love story, chaste as Author of Mountaineer the far water brooks," says a critic of this new novel, "on which the curtain is raised on a scene hitherto unexplored by American writers." The Tribune adds this comment: "It is a strong story, rich with life and mixed with color. You will like it much"

A love story of real life, true and sympathetic as Miss Courtwright's early stories of New England life always were. A picture of every day human nature without gleam of pretense, varied by the various incidents and suspended interest of diversified romance, and full of humor. It is the kind of story to bring laughter and tears aplenty

Pearl By the Renowned Hattie Courtwright Mark By Heusinger Doer Author

The hero is also the heroine in this wonderful romance. The startling novelty of the plot and the charm of the love story have called forth a chorus of praise, swelling across the country and echoing beyond the ocean into the English press. Quite without exception they say that story is better than "Amber Grove," and still more interesting

The Court of His Royal Majesty

By Nathan Bauman This brilliant historical novel, woven The Great Historian around that famous, most notorious Borgine family, and completing Mr. Bauman's Italian triology, in which "Casdel de Nuvio" and "The Crone of Rome" have already been published, is unequalled by modern writers of fiction. Illustrations by Norman

HENDER AND KEMINTON STREETS, MOBILE

WINTER NEWSPAPER SYNDICATE



Remarks made By a General Advertising Solicitor

This Syndicate Bought The Ottumwa Review

Buys Another Newspaper to Keep things Humming HY it happened I cannot explain, but wherever I found a daily newspaper published by the well-known Winter Syndicate there was something that made me recognize it as being a newspaper of higher grade than any one that was published in the same town. This was an off-hand remark made by an experienced advertising man who had been making a visit to the cities in Iowa, and it suggested the popular interest which might be felt in that story of the Winter Syndicate and the quality which entitles it to claim "if it is a Winter Syndicate paper it is the best paper." The beginning of this well-known Winter Syndicate started some time ago when Mr. W. Winter purchased *The Review* at Ottumwa, Iowa. *The Review* at that time was a daily, and had a circulation of five hundred copies. By strenuous work and in the face of capable and active competition, Mr. Winter brought it up to a larger circulation of thirteen thousand daily and weekly. Mr. A. Winter then went to Lafayette, Iowa, at that time, and purchased *The Sun*, and *The Observer*, of Mineola, Iowa, a few years later, a newspaper owned and edited by his brother-in-law, and on which Mr. A. Winter received his training. Early in the present year two other properties were added to

3 A \$7 15 4a \$4 60 \$11 75

HERMETIC Design Neatly

60 Point

3 A \$6 15 4a \$4 00 \$10 15

RICHER MINE Modern Denizen

48 Point

4 A \$3 75 8 a \$3 85 \$7 60

ROUND NUMBER Bureau of Industries

42 Point

5 A \$2 90 8 a \$3 35 \$6 25

RICHFIELD MINERS Brother Declared Insane Housewives Complained

5 A \$2 70 8 a \$2 30 \$5 00

RESOLUTE COMRADES Leading Concern Supervises Introduced Prosperous Sales

30 Point 6 A \$2 40 10 a \$2 15 \$4 55

COMBINES STRONG MERITS Return of the Scientific Expedition Considering Negotiations Separate

24 Point

6 A \$1 70 12 a \$1 80 \$3 50

18 A \$1 25 35 a \$1 25 \$2 50

UNDERGROUND TRANSFER SOLID Modern Ventilating Appliance Employed

18 Point

9 A \$1 60 20 a \$1 70 \$3 30

UNITED RICHES GIVEN Cause Many Aching Hearts Reveals Unpleasant Tidings

14 A \$1 40 29 a \$1 60 \$3 00

HOARDING NUMEROUS COIN Praises Ludicrous Burlesque Fiasco Grotesque Characters Manipulated 9 Point

10 Point

20 A \$1 25 41 a \$1 25 \$2 50

NUMEROUS SCHEMES OUTLINED Sensational Reports Concerning Explorer The Government Issues Emphatic Orders Ingenious Navigators Experience Trouble

MITIGATING CIRCUMSTANCE

Chiromantic Development Explained

Nominal Damages Awarded Clients

Heirs Claimed Estates in Fee Simple

12 Point

14 Point

17 A \$1 40 32 a \$1 35 \$2 75

FIVE ROUND MILLIONS INVESTED Land of Golden Sunset Gives Opportunity Metropolitan \$1234567890 Expenditures 8 Point

20 A \$1 10 42 a \$1 15 \$2 25

DISCONTINUED EVIL PERFORMANCES Biennial Celebrations Are Financially Successful Contemporaneous Technologists Thunderstruck Several Printers Lucidly Explain Disappearance

11 Point

17 A \$1 25 35 a \$1 50 \$2 75

STRINGENT MEASURE CONSIDERED Congested District Impedes Railroad Progress Bright Individuals Demand New Legislation 6 Point

23 A \$0 95 45 a \$1 05 \$2 00

RECOMMENDED MAGNIFICENT INDUCEMENT Honorable Gentlemen Promulgate Professional Doctrine Numismatical Collectors Confiscate Lincoln Pennypiece Spasmodic Indigestion Causes Resolutions and Kicking Medical Attendance Amounting to Over \$1234567890

Have Us Make You a Dummy of the Job

MAIL TO US THE FOLLOWING INFORMATION FOR A DUMMY

Approximate Size of Catalogue

Quantity Wanted

Paper Stock (inside)

Cover Stock

Kind of Cuts you will use

Printed in what Colors

Any Type preference

I advertisements that you know how they are going to appear when finished. The cost can be lowered to a minimum since

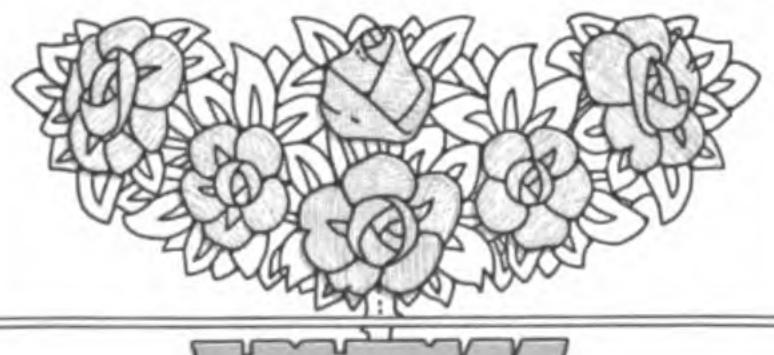
you have an idea of the work before it is done. If you will give us the information asked for on attached postal card, we will make you up several dummies, without any cost to you, from different grades of our papers, and afford your printer more advantage of the color combinations that we have found can be used on different shades with best results. We have gone to considerable expense experimenting on these color combinations, with the view of being an assistance to you in your work of advertising and will appreciate an early reply with the accompanying blank sheet filled out. We believe we can be of great help to the advertiser, and that he will be sure to find these samples very valuable

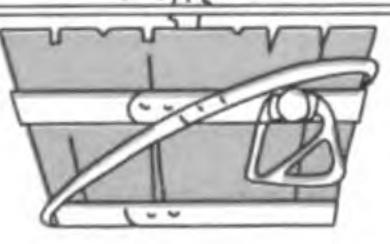
KENDSORM PAPER HOUSE

CORNER UNION STREET AND WASHINGTON AVENUE

About Our Plants

The plants that give us the most blossoms are those kept young and healthy by people who own them. A printing plant is no exception to this bit of wisdom. The blossoms of dividends are reaped only by the printer who is careful to keep his composing room supplied with plenty of type of modern design, and other useful material for printing





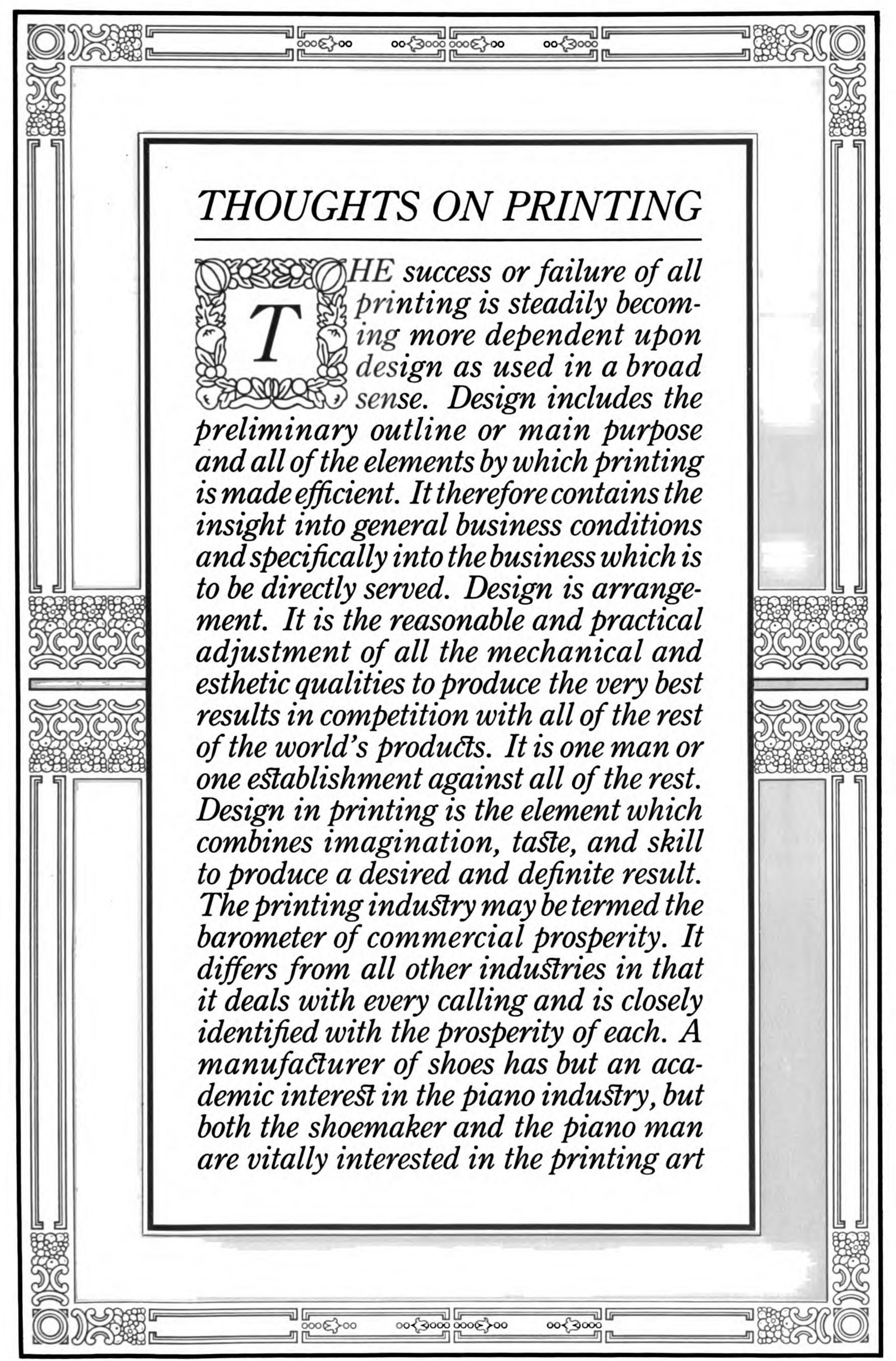
Sectional Initial Former Della Robbia Border

THE GREAT HARPIST

THE DISCUSSION OF NOTED MUSIC



THE JOYCRAFTERS BOOK VOLUME FOUR HUNDRED



3 A \$7 95 4 a \$5 00 \$12 95

KIND MEN High Banks

60 Point

3 A \$6 20 4a \$3 95 \$10 15

MINE BENDS Reports Given

48 Point

4 A \$4 25 6 a \$3 60 \$7 85

RIGHT NUMBER Stronger Material

42 Point

4 A \$3 45 7 a \$3 20 \$6 65

HONOR MEMBERS Discontented Prince Statuary Grotesques

In preparation: 5, 9, 54, 84, 96 and 120 point

38

36 Point 4 A \$2 70 7 a \$2 50 \$5 20

HUNTS KINGFISHERS Determine Householder Curious Detective Story

30 Point 5 A \$2 25 9a \$2 15 \$4 40

REMARKABLE MANSIONS Asked Matrimonial Question Enterprising Students Retire

24 Point 6 A \$1 75 12 a \$1 85 \$3 60

DISFRANCHISING COUNCILMEN Educational Departments Suffering Strong Administrations Established

18 Point

9 A \$1 55 18 a \$1 70 \$3 25

PRINTERS INTEREST With This Newest Face Patrons Assist Printers 10 Point

16 A \$1 20 32 a \$1 30 \$2 50

INCREASE YOUR JOB TYPE Most thinking printers concede it to be far better policy to have a few series with full cases than many that have letters missing

14 Point

12 A \$1 40 24 a \$1 60 \$3 00

CENTURY OLDSTYLE BOLD Tried and Proved Their Best Required Mighty Compositors 8 Point

19 A \$1 05 38 a \$1 20 \$2 25

NOTED FOR GENERAL LEGIBILITY Used in any form of advertising display the neat and distinctive features of the Century Oldstyle Bold attract attention of the exacting buyer whenever shown

12 Point

14 A \$1 25 29 a \$1 50 \$2 75

6 Point

21 A \$0 95 42 a \$1 05 \$2 00

TYPOGRAPHICAL STANDPOINT Intelligent printers everywhere are now purchasing the most used sizes in this series of type \$1234567890

DEMANDS OF PATRONS ENSURE SUCCESS If type is but the raw material from which good bad or indifferent advertising is produced, then it certainly is up to the printers to get the best material. You can always secure a uniformity of standard in the productions of the American Type Founders Company, and \$1234567890

Perfumes

IMPART A DELICATE AND PLEASING FRAGRANCE THAT REMINDS ONE OF SUNSHINE AND ROSES. THE FASHION LEADERS OF PARIS PREFER IT

THIS choice selection of perfumes is the product of Ferries & Larue one of the oldest and most celebrated firms of chemists and makers of toilet articles in Paris. The signatures of the firm on its packages of perfumes stand for perfection in all the word implies

EACH package of these powdered perfumes is put up in dainty air-tight boxes and guaranteed to hold their fragrance until used. These extracts are made from a formula that is only understood by the makers, and consequently can't be duplicated. Have been used for years by the most exclusive families of Europe and stand today the most popular articles of their kind in the world

SOME people prefer the liquid perfume, and to satisfy the demand of this class of patrons a special line of delightful extracts has been prepared and put up in handsome cut-glass bottles, making a splendid ornament for the boudoir or a delightful present for

any occasion.
Our special
price list is
now ready
for mailing

HARIS & MORSE

IMPORTERS AND MANUFACTURERS OF SELECT TOILET ARTICLES

Bond and Oakford Streets CHICAGO, ILL.

Foreign Offices: 768 Rue Lafayette, Paris, and 195 Middlesex Street, London

Century Oldstyle Bold in Practical Display

The New Wing Horton Mailer



The Most
Accurate
Machine
of its kind
on the
Market

For many years the Horton Mailer has been characterized as the best. The many testimonials applauding its merits as evidence, together with continued and repeated

orders, pretty conclusively proves it has maintained its reputation. All developments of weakness in the Horton have been carefully noted and remedied and new and valuable features added. Made in six sizes

SIZES AND PRICES:

No. 1 Mailer, 1 7-8 in., \$20.00 No. 4 Mailer, 3 in., \$35.00 No. 2 Mailer, 2 1-4 in., 25.00 No. 5 Mailer, 3 1-2 in., 40.00 No. 3 Mailer, 2 5-8 in., 30.00 No. 6 Mailer, 3 7-8 in., 45.00

Each size of the Wing-Horton Mailer will carry any list from 1 7-8 inches up to 3 7-8 inches.

For sale by the American Type Founders Co.

Cast Squares 20th Century Ornament

THE HEMPEL MONARCH

Quoin

Has all the best features of the Improved Hempel Quoin with the extra advantage of a self-locking device. It is simple in formation and at the same time easy to operate, requiring little or no attention after the form is on the press. A neat circular, containing extra details, prices, etc. will be furnished to any one who feels interested

AMERICAN TYPE FOUNDERS CO.





The Kind Your Patrons
Are Looking For

Secured With
American Line

Type Faces

3 A \$4 80 4 a \$3 45 \$8 25

KNISHKI) IK Department Notes

60 Point

3 A \$3 80 5 a \$3 25 \$7 05

MODERN DESIGNERS Entertained President Mansions Remarkable

48 Point

PERFORMERS RETURNING Modest Reporter Promoted Distinguished Excursionists

5 A \$2 65 8 a \$2 60 \$5 25

BEAUTIFUL SOUVENIRS GIVEN Curious Scenes Nicely Described Enthusiastic Pedestrian Chosen

36 Point

5 A \$1 95 10 a \$2 30 \$4 25

HISTORICAL LECTURES RENDERED Inspiring Orations Delight Thousands Magnificently Gowned Females Speak

30 Point

7 A \$1 80 14 a \$2 20 \$4 00

HUMOROUS COMEDIANS PLEASE CHILDREN European Acrobats Displaying Great Energy Unprejudiced Managers Securing Experience Indignant Burlesque Maidens Demand Money

24 Point

9 A \$1 60 18 a \$1 95 \$3 55

ENTERPRISING ADVERTISEMENT WRITERS CONFER Numerous Schemes Outlined and Seriously Considered Discriminating Members Attending Elaborate Seances Some Extraordinary Characteristics Lately Developed

14 A \$1 45 28 a \$1 80 \$3 25

SOME BRIGHT AND ORIGINAL EFFECTS ARE PROCURED WITH THE POPULAR AMERICAN TYPE FACES IN CATALOGUE COMPOSITION

Type being the most used article in the composing room should be provided in abundance. Double the quantity gives twice the service and printers should avail themselves of this fact. The study of type and its most effective use is of vital interest to every printer. When the many catalogues issued are considered this fact becomes evident

14 Point

19 A \$1 35 39 a \$1 65 \$3 00

IMPORTANT AND TIMELY SUGGESTIONS ON THE ART OF PLEASING ADVERTISERS AND OTHER INFORMATION OF GREAT IMPORTANCE TO THE PUBLISHING WORLD There is nothing so profitable in the newspaper business as the acquisition of the art of pleasing those who pay for advertising. Many publishers fail to please their patrons by neglecting to take a proper typographical interest in the composition of their advertisements. The employment of obsolete type faces is one of the greatest mistakes that the advertiser can make. The new and pleasing American type styles give advertising matter a freshness and attractive beauty not otherwise obtainable

12 Point

23 A \$1 20 47 a \$1 55 \$2 75

INCREASE YOUR PROFITS BY HAVING PLENTY OF TYPE AND COMPOSING MATERIAL IN THE ROOM The day of counting letters in a case to see if a line or a job may be set from it has gone, and the day of sacrificing the quality or the appearance of a job by setting it in unsuitable types, because the composing room is short in quantity of the one suitable face, is also gone. No printer can afford to pick for sorts when the price of weight fonts is so low \$1234567890

8 Point

31 A \$1 00 63 a \$1 25 \$2 25

A LITTLE FIGURING WILL CONVINCE THE SKEPTICAL PRINTER THAT MATERIAL IS CHEAPER THAN LABOR The advantages of an abundance of type are apparent upon reflection. There is no waiting for distribution; no picking for sorts with its attendant evils; no delay for sorts which have to be cast specially at extra expense and no setting of a job partly up only to find that there is not enough type to complete it. Full cases are the compositor's delight, enhancing the value of his services and improving the quality of his work. Labor costs more than type and material, and the printer who appreciates this fact will have little trouble in the race for success

10 Point

25 A \$1 15 50 a \$1 35 \$2 50

THE COMMON SENSE POLICY OF PLEASING CUSTOMERS

BY IMPARTING STYLE AND DIGNITY TO THEIR PRINTING

Experience teaches us that the time to please an advertiser is after you have got his contract. Careful attention to type display and the introduction of some typographic novelty into an advertisement is the first step toward pleasing the man whose dollars are essential to your prosperity. Every new type face issued by the type founder should be studied in a careful and painstaking manner to see if it does not embody some actual merit that will please the advertiser

6 Point

30 A \$0 90 60 a \$1 10 \$2 00

BUYING JOB TYPE IN WEIGHT FONTS MEANS A SAVING IN TIME AND CONSEQUENTLY INCREASED PROFITS FOR THE PRINTER Time wasted hunting for sorts means decreased profits, and this can easily be avoided by buying your job type in weight fonts at body type prices and discounts. A small investment in weight fonts will fill your cases to overflowing with any of the popular American styles. With full cases the printer is independent of the exceedingly annoying sort delays, and at a small investment. No capital tied up in the expensive and the delusive casting machines and none of the attendant trials and perplexities. Your choice of the leading and most popular type styles at a small outlay—thus keeping your office at all times strictly up to date, besides having the extreme satisfaction of knowing that when you are estimating on a job there will be sufficient type in case to complete it. In large or small offices this question is of great importance \$1234567890

FINAL WEEK OF THE MARCH

Furniture

Sales

The reductions we have named for this series, which begins on

Monday at ten o'clock and will be continued every other day during the week, are the greatest we have offered during these popular sales

SOME HANDSOMELY UPHOLSTERED

Parlor Chairs, \$2

THESE FORMERLY SOLD AT \$4.50

PARLOR SUITS. Five pieces; each suit consists of sofa, two large armchairs and two small armchairs; mahogany finished frames; tufted backs and plain seats, covered with green silk crushed plush; regular \$45.50 price \$56; sale price, \$45.50

A SPECIAL LINE OF HIGH-GRADE

Carpets and Rugs

AT PRICES THAT DEFY COMPETITION

DAVENPORT SOFA BEDS. Frames made of solid, plain oak, golden color and gloss finish; splendidly upholstered and covered with a fine quality of green velour; regular \$13.95 price \$25; sale price, \$13.95

BRANK & HARLEN FURNITURE CO.

TELEPHONE NUMBER 907 FURNITURE

4 Rosen Street, CHICAGO



ESTABLISHED 1892

PHONE 216 BELL

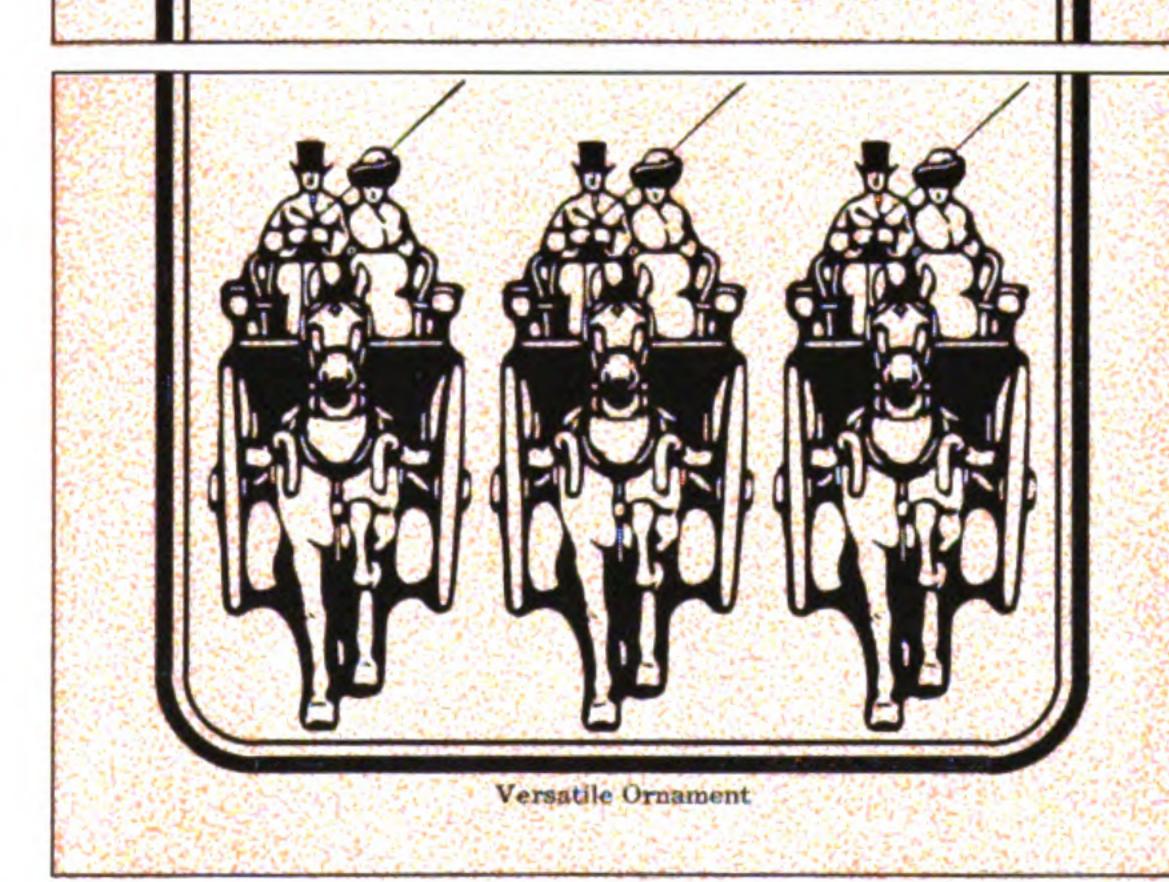
HAKIMANS INSERTIGATION INSERTIGATI

STABLE

Vehicles of all kinds here at your disposal. Open day and night. Telephone calls given immediate attention

29 East Market Street

OPPOSITE GRAND OPERA HOUSE



Weight Fonts

This striking series, like all other popular American faces, is sold in weight fonts at

Body Type prices and liberal discounts. As an advertising letter, and for general display purposes, it will immediately commend itself to the trade



36 Point 6 A \$2 75 9a \$2 25 \$5 (a)

MODERNIZED NUMBERING General Improvement Noticed

30 Point 6 A \$2 05 12 a \$2 25 \$4 30

EUROPEAN MERCHANT SOUGHT Northern Hunting Excursion Returns

24 Point 8 A \$1 75 14 a \$1 75 \$3 50

DISTINGUISHED PUBLISHER HONORED Noted Literary Exponent Receiving Mention

18 Point 11 A \$1 55 22 a \$1 75 \$3 30

ENTHUSIASTIC PRINTERS PROMOTING HARMONY Popular American Line Type Styles Strongly Advocated Successful Advertisers Are Demanding Quality Printing

14 Point

17 A \$1 50 32 a \$1 50 \$3 00

REMARKABLE DESIGNS BOUGHT Distinctive and Picturesque Conceits Bright Color Blending Acknowledged 6 Point No. 4 26 A \$0 95 52 a \$1 05 \$2 00

BOSTON WIRE STITCHERS INSURE SATISFACTION Especially Recommended for Its Labor-Saving Features Invaluable as a Profit-Maker for the Up-to-Date Bindery Self-Regulating and Easily Adjusted, It Excels all Others Leading Printers and Publishers Recognize Its Merits

12 Point

19 A \$1 30 39 a \$1 45 \$2 75

EXPERIENCED CUSTOMER DELIGHTED American Faces Charm the Most Exacting Desirable Results Insured \$1234567890

6 Point No. 3 31 A \$0 95 61 a \$1 05 \$2 (1)

HANDSOME LETTER FOR GENERAL COMMERCIAL PRINTING American Type Leads the World for Originality and Distinctiveness Beautiful and Effective Printing Continually Being Distributed Proper Material is the Real Secret of Profit Making in Production Keep Your Plant Modern and in Good Condition \$1234567890

10 Point

22 A \$1 20 43 a \$1 30 \$2 50

SECURE YOUR JOB TYPE IN WEIGHT FONTS Avoid the Expensive Habit of Picking Live Work Full Cases of Display Letter Mean Larger Profits 6 Point No. 2

40 A \$1 (ii)

ENTERPRISING MEASURES PLANNED BY EXPERIENCED STATESMEN FOREIGN NOBLEMEN GREATLY PLEASED WITH OUR TRADE METHODS INTERESTING REMARKS ON PRESENT-DAY TOPICS PROVE VALUABLE HUMOROUS QUESTIONS ANSWERED IN A GOOD-NATURED MANNER CURIOUS AUDIENCE FAIL TO DISCONCERT INTELLIGENT ORATORS

8 Point

24 A \$1 10 47 a \$1 15 \$2 25

MANY CHARACTERISTIC AND STRIKING TYPE DESIGNS Popular American Line Faces Increase the Value of Printing Bear This Fact in Mind When About to Order New Material

6 Point No. 1

46 A \$1 (N)

SUMPTIOUS APARTMENTS APPROPRIATED BY THE PROFESSIONAL SONGERS DELIGHTFUL SERIES OF MUSICAL CONCERTS GIVEN IN THE SPACE DES 349 LN ARTIFIC ALLIAMS SURROUNDED BY FRAGRANT ROSEBUSHES AND ICRAN METHEMENDOUS CROWDS OF FASHIONABLY GOWNED WOMEN PROMENAGE \$4.7 CHARMING ENTERTAINERS SCORE GREAT SUCCESS IN LIGHT OFERATIC PUBLS

Lightline in Practical Display

JAMES MARTINDALE, President WILLIAM T. AMES, Vice-President

H. MARTIN ANDERSON, Secretary
HENRY BRADSON, Treasurer

Martindale, Bradson & Company

Number 1934 East One Hundred and Sixteenth Street

NEW BEDFORD, VERMONT

TELEPHONE 425 TURKIN

XTEND to their friends and customers a cordial invitation to attend their Annual Exhibition and pass judgment on the recent importation of Oriental Carpets, Rugs and Tapestries which their special European agent, Mr. Herbert Mason, after visiting the principal marts and trade-centers of Europe, Asia and India, has selected for them. This selection is undoubtedly the finest that has ever been displayed and offered for sale in this city. No matter how keen the eye may be for color harmony, or how fastidious the taste in harmonious interior decoration, the subtle charm embodied in the making of these creations cannot fail to appeal to you. To have a beautiful and comfortable home is the ambition of every person of intelligence, and how to make the home as beautiful as one's purse will permit is an art in which every householder should be interested and to further this end a special staff of skilled housefurnishers and decorators is at your service

Dated, September 3

MONTHLY STATEMENT

Portland, Ore.,

191

M

Manufacturers of

To MONTGOMERY & HENDERSON, Dr.

MANUFACTURERS OF

Automobiles and Motor Boats

No. 1026 North Plainfield Avenue

GENERAL OFFICE AND SHOWROOM

3 A \$6 45 4 a \$4 25 \$10 70

MINER HOME National Song

60 Point

3 A \$5 05 5 a \$3 85 \$8 90

DUKE MANSION Handsome Pinks

48 Point

4 A \$3 70 8 a \$3 95 \$7 65

SINGERS CHARMED Chorus Girls Pleased

42 Point

5 A \$3 20 9 a \$3 25 \$6 45

RIGHTEOUS MANAGER Honest Merchant Seizes Determine Householder

5 A \$2 50 9 a \$2 55 \$5 05

MANSION BEING ERECTED Build Handsome Apartment Furnishes Elaborated Suites

30 Point

6 A \$2 15 10 a \$2 10 \$4 25

PROTECT FOREIGN MERCHANTS International Proclamation Ruined Obscure Matrimonial Engagement

24 Point

7 A \$1 70 14 a \$1 90 \$3 60

ENTERPRISING STUDENT CONSIDERED Sought Disfranchising Education Boards Detectives Contesting Forged Signatures

18 Point

11 A \$1 50 22 a \$1 75 \$3 25

MODERN PICKET SERVICE Guard Maneuvers Detected Overturn Numerous Camps 10 Point

21 A \$1 15 42 a \$1 35 \$2 50

MEDICAL EXAMINATIONS DECIDED International Question Now Settled Quietly Advocate Practical Theories Demoralizing Circumstances Found Radical Discourse Lately Eliminated

14 Point

15 A \$1 35 29 a \$1 65 \$3 00

8 Point

23 A \$1 05 45 a \$1 20 \$2 25

POPULAR AMERICAN LINE TYPE Strong and Durable Gothic Letters Beautiful Display Faces Produced

BUY YOUR JOB TYPE IN WEIGHT FONTS Job Printers Know the Value of Full Cases Handsome Designs Continually Originated American Line Type Faces Lead the World Up-to-Date Printing Machinery and Material

12 Point

17 A \$1 30 34 a \$1 45 \$2 75

MERITORIOUS CONCEPTIONS DESIRED Some Choice Oriental Designs Submitted Midsummer Romances Become Popular Beautiful Homes \$1234567890 Pleasant 6 Point

25 A \$0 **9**0 **50 a \$1 10 \$2 00**

ENORMOUS MARINE ENTERPRISES LAUNCHED Improved Transportation Facilities Are Promised Financial Giants Startle Foreign Shipping Firms Interesting Statement Regarding New Company Huge Steamship Remodeled and Sent Northward Fabulous Amount of Money Desired \$1234567890

SPRING GOWNS

Buy Practical Weight Fonts

ANY charming styles are now here for the critical inspection of our customers. All the latest London and Parisian cre-

ations have been I Expert designers ar employed in all the ments. This grand of fashionable gow will be classed with the social and lunc

Latest Effed in Gown

functions held in t

The prices listed be give a brief idea of remarkable bargain embodied in this filection. We wish the to our friends and public in general the here shown is only

of the magnificent gowns that we now have in stock

MORNING GOWNS.—Made of soft, clinging material which gives to the wearer an air of \$7.98 distinction and grace,

AFTERNOON GOWNS.—Artistically made; just the thing for afternoon teas and sociables. \$8.50 bles. Sure to please,

EVENING GOWNS.—Made of stylish medium-weight material; finely finished and suitable \$9.75 for all occasions

MOWER'S

Sixth and Main Streets

In every instance full cases of type are most economical to printers as there is no waiting for sorts and no necessity for pulling letters from

MEN'S GARMENTS



In accordance with our usual custom we again call attention of patrons to our annual Christmas Display of NEW importations in Men's Haberdashery. We've established a standard catering to men who wish style and quality without extra cost. Will you afford us the pleasure of a call on your shopping tour?

SLICK & CO., 15 Broadway

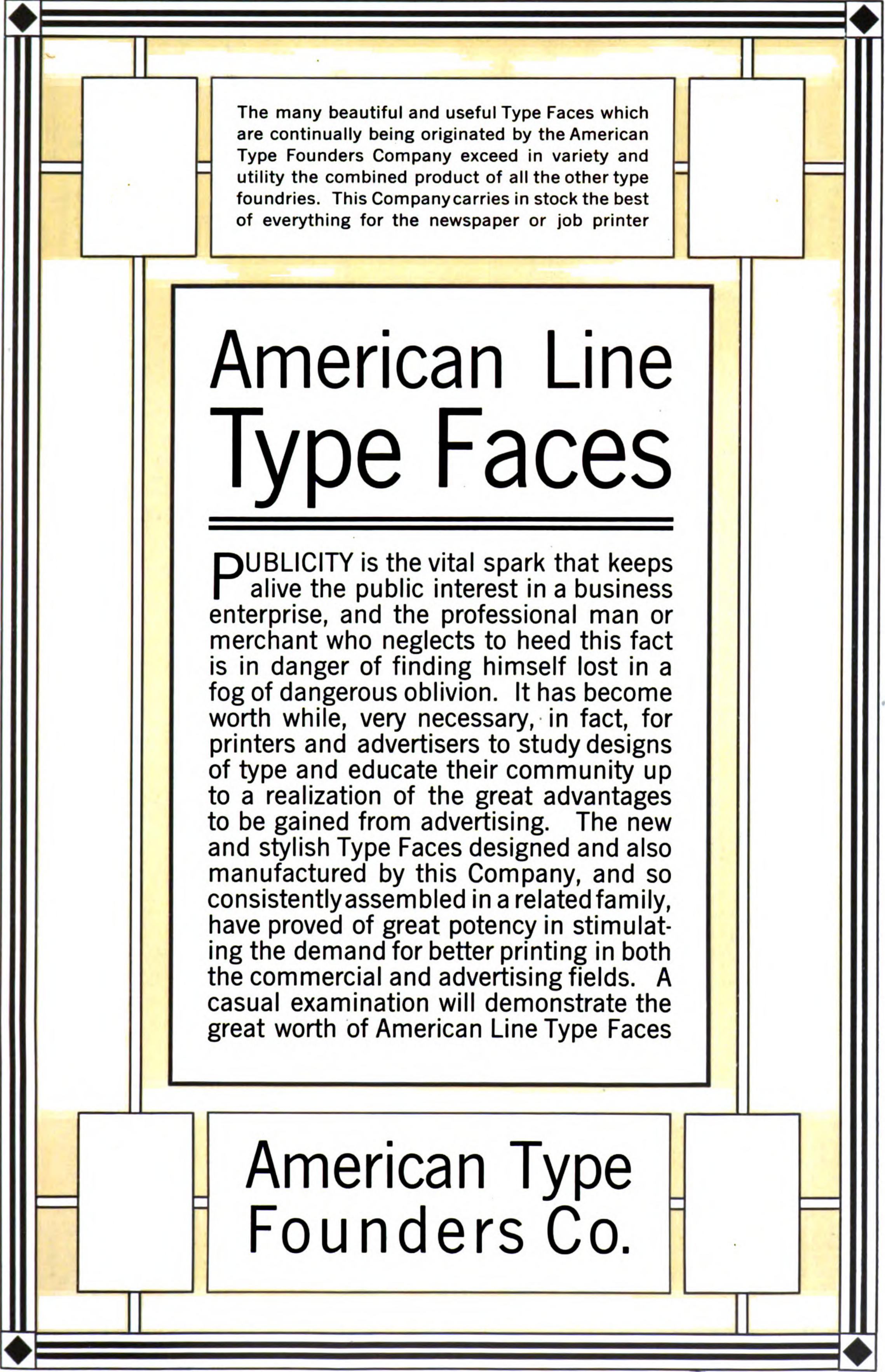
Holiday Decorator

again, there is great satisfaction to know that you can depend on having enough type to set the job, which also insures better work. The use of a distinctive face of type for a booklet or circular is sure to add to its effectiveness; and this big advantage now involves no additional expense for type

Chap-Book Guidon Versatile Ornament

AMERICAN TYPE FOUNDERS CO.

News Gothic in Practical Display



3 A \$4 80 4 a \$3 15 \$7 95

HONEST MEMBER Charming Damsels

60 Point

4 A \$4 15 6 a \$3 65 \$7 80

MONEY INTERESTING Enterprising Merchant

48 Point

5 A \$3 30 8 a \$3 10 \$6 40

REMARKABLE CHARACTER Delightful Conventions Held

42 Point

5 A \$2 60 9 a \$2 65 \$5 25

MODERNIZED HOME SECURED Sumptuous Apartments Bought Extraordinary Bargain Proposed

6 A \$2 40 9 a \$1 95 \$4 35

NORTHERN RAILROADS COMBINING Broadminded Legislators Denounced Indignant Stockholders Unrecognized

30 Point

7 A \$1 85 14 a \$2 20 \$4 05

PROMINENT PUBLISHERS DESIRE QUALITY Distinctive and Original American Type Faces Superior Material Brings General Satisfaction

24 Point

10 A \$1 70 18 a \$1 85 \$3 55

INTERESTING SOUVENIRS CAREFULLY DISTRIBUTED Enthusiastic Boys Present Splendid Bronze Ornaments Picturesque Costume Adorns the Gallant Masquerader

18 Point

15 A \$1 45 30 a \$1 80 \$3 25

10 Point

8 Point

6 Point

26 A \$1 15 51 a \$1 35 \$2 50

DOMESTIC INVENTORS PROCURED Foreign Mechanics Win Recognition Extraordinary Improvement Noticed

STRONG AND SERVICEABLE GOTHIC LETTER Distinct in Character and Durable in Quality Indispensable in Newspaper and Job Offices American Point Line, Point Body and Point Set Bright and Legible Magazine Advertisements

14 Point

21 A \$1 40 40 a \$1 60 \$3 00

28 A \$1 05 55 a \$1 20 \$2 25

INTERESTING DIPLOMATIC ACHIEVEMENTS
Brilliant Statesmen Decide Baffling Question
Gifted Senators Show Great Executive Ability

BRIGHT NEWSPAPER AND MAGAZINE ADVERTISING American Line Type Styles Insure Effective Results Most Remarkable Profit-Making Faces in the World The Art of Pleasing Your Patrons Should be Studied Distinctive Printing Demands American Line Designs

12 Point

25 A \$1 25 48 a \$1 50 \$2 75

30 A \$0 90 60 a \$1 10 \$2 00

WEIGHT FONTS OF JOB TYPE AT BODY TYPE PRICES Modern Printers Recognize the Value of Full Cases Continually Picking Live Jobs Means Smaller Profit Plenty of Sorts \$1234567890 Saves Time and Temper

PRINTING MACHINES OF EVERY DESCRIPTION FURNISHED American Products Excel in Durability and Attractiveness Complete Plants Equipped With Modern Printing Material Cylinder and Job Presses, Paper Cutters and Wire Stitchers Everything Needed in the Printing Trade Promptly Supplied Beautiful Ornaments \$1234567890 Delightful Conceptions

News Gothic Condensed in Practical Display

HEROIC PRINTERS

Cool and Level-Headed Craftsmen Show Great Courage At Their Regular Annual Celebration

FEARLESS BOWLING EXPERTS

Thrilling Bareback Rides on the Hobby Horses, Combined With the Delights of the Toboggan, Make an Enjoyable Event

The annual celebration and outing, given by the printers employed on the Blairsville Courier, was held at Freeman's Grove last Saturday. To say that the event was an enjoyable one is putting it mildly

Bargains in Summer Clothing

Snappy Suits for Business | Latest Styles in Low Shoes

The latest designs in Tweeds, Serges and Worsteds \$9.75 are now here. Price,

Light Summer Underwear

Some beautiful suits of silk and the low price of . . . \$2.30

The finest line of patent-leather and russet ties ever \$2.25 offered in this town at

Nobby White Flannel Suits

Two-piece flannel suits that will please the most fas-\$7.50 tidious taste. Price.

THE MONTGOMERY CLOTHING EMPORIUM

NINTH AVENUE AND TWENTY-FOURTH STREET

h games indulged in and eball was a feature that ncourage the players to running races and high teresting bowling game dinner table was all that o some bright addresses

D HOME

uiet Hints on the Best omplexion Cream

n Madam Andrews gives weekly lectures on how autify the skin and hair physical exercise taken ry morning and evening uable hints on their use.

WEDDING GUESTS EX GOLD HUNTERS

Strange Disappearance of Many Valuable Presents Disconc Witness the Marriage Ceremony at the Bride's Ho Unsuccessful Seekers After the Bright and

MODERN DETECTIVE METHODS SOLVE

Wonderful Ingenuity Displayed by Female Sleuth Quickly Dispel and the Supposed Mystery is Converted Into a Huge Joke

RETURN HOME

Elusive Metal Return in Disgust From the Scenes of Their Discouraging Effort

The little band of intrepid gold seekers which left North Point last September to try their luck in the new El Dorado continue to return. Many declare that

Text set in Century Expanded

News Gothic Condensed in Practical Display

CHARLES W. FORBS, President

RICHARD MASON, General Manager

Mason-Forbs Electrical Supply

American Agents for the Celebrated Rex-Gorden Magneto Flash



INVENTORS AND SOLE MANUFACTURERS OF Mason Electric Motors

Electric Supplies of Every Description

Office and Factory, Number 1284-1286 North Pennsylvania Avenue

KANSAS CITY, MO.,_________191__

No. 36907

Port Huron, Mich., 191_

THE SECOND NATIONAL BANK

Pay to the order of ______ the sum of

Dollars

and charge to the account of

THE AMERICAN PRINTING COMPANY

President

AMERICAN TYPE THE BEST TYPE AMERICAN LINE THE BEST LINE

AMERICAN TYPE FOUNDERS CO.

ORIGINATOR OF TYPE FASHIONS TYPE, BORDERS, ORNAMENTS AND BRASS RULE

BRANCH OFFICES AND SELLING HOUSES IN ALL THE LARGE CITIES OF THE WORLD

Twentieth Century Ornament

5 A \$4 10

GOVERNORS DENOUNCE

60 Point

6 A \$4 55

DISTINGUISHED FOREIGNERS

48 Point

8 A \$3 90

INTERBOROUGH LINE MODERNIZED

36 Point

10 A \$2 80

HONORABLE MERCHANT DEMANDS RECOGNITION

30 Point

15 A \$2 50

GORGEOUS SCENERY EFFECTS CHARACTERIZED PRODUCTION

24 Point

21 A \$2 50

MODERN PHOTOGRAPHIC EXHIBITION REVEALED SPLENDID ACHIEVEMENTS

18 Point

30 A \$2 00

NEWS GOTHIC EXTRA CONDENSED TITLE HEADS ARE ATTENTION ATTRACTORS AND VERY LEGIBLE

14 Point

35 A \$1 75

FOREIGN STATESMEN ADVOCATING REFORMS DOMESTIC INVENTORS SECURE RECOGNITION ADVERTISER PRESCRIBES CONDENSED SERIES

12 Point

40 A \$1 50

DECIDED APPLAUSE GREETS CLEVER CARICATURISTS SEQUESTERED VALLEYS AND BEAUTIFUL HIGHLANDS SAD IS REALIZATION OF THE CHRISTMAS STOCKING

10 Point

46 A \$1 40

BEAUTIFUL MEADOWS AND LAWNS DELIGHT THE TOURISTS NUMEROUS WILD FLOWERS AND PLANTS WERE DISCOVERED PICTURESQUE HOMES AMONG EXQUISITE SYCAMORE TREES

8 Point

49 A \$1 25

DEMONSTRATION SHOWS PERSEVERANCE ABSOLUTELY INDISPENSABLE THE MERRY DAYS OF CHIVALRY AND POLISHED COUNTRY GENTLEMEN INCONSEQUENTIALS NEVER MIND WHAT THE WILD WAVES ARE SAYING MANY BULLFROGS CROAKING TEARFULLY FOR THEIR MISSING SPOUSES

6 Point

49 A \$1 00

SWEET YOUNG LADIES OF NEWARK WITH CACOPHONOUS VOICES MUST DISAPPEAR PROFESSOR HENDRIK LIGHTFOOT'S GAY MAIDENS SKIPPING THE LIGHT FANTASTIC INEBRIATED MOON MAKING FACES AS BIRDS SWEETLY WARBLE TO SMILING STAR SCIENTIST DISCOVERED AMPHIBIOUS MONSTERS AMID MORNINGSIDE GRANDEURS



The Cla

No. 9,931

Copyright, 1912, by The Clarion-Ledger Publishing Co.

MONDAY, SEPTEMB

CONTRACT FOR BUILDING WARSHIPS

CONNECTICUT BUILDERS MAKE BUSINESS TRIP ABROAD TO DETAILS FOR ENORMOUS NAVAL ARMAMENT

istry for the construction of seven battleships and their accessories, and with other naval armament, at a cost of \$100,000,000.

Mr. Sims admitted yesterday that Mr. Young and himself would leave for St. Petersburg to discuss and probably conclude negotiations with the Russian government. These negotiations have been however, that the propositions which Mr. Sims made on behalf of the Martinburgh was known among the large shipbuilders that James Thompson moved, and William safe, the contents of

WASHINGTON, Sept. 23—George A. Sims of the world that Russia proposes to begin and Silas Young will sail for Russia within 'immediately the reconstruction of her navy the next few weeks, where they hope to and tentative propositions have been given close negotiations with the Russian Min- by several English and German concerns.

WHAT CONSTITUTES A SUBSCRIBER

AN INTERESTING COURT DECISION RENDERED IN THE STATE OF MASSACHUSETTS

A court decision has lately been rendered in progress several weeks. It was stated, in Massachusetts on what constitutes a subscriber. The judge held that the man who received the paper, although he never made and his former Steel Company have not been closed. It subscribed, must pay for it. It appears tached his bank accou

contest between Willia John Maher, the Aust 8:30 the club building and Thirty-ninth stree to the roof with spect ager, had announced t police stationed at the men with him, all in

The firm for which trusted employee for decade has discovered system of writing che sums than the check cated he had taken at their money, accordin

AUTO SUPERIOR TO

AFTER TWO DAYS OF EXPERIMENT MACHINE PROVES CHEAPER AND MORE DURABLE

ENTRANTS IN THE FAMOUS WANNACOOPER CUP EVENT REEL OFF LIGHTNING TRIALS DRIVERS READY TO RACE

With a view of showing the economy, speed and reliability of the motor car test in which a Moto-car and a horse-sending from the grave messages of re-Miss Elsie Green, con

CHOST MADE JANITO FORGET HIS DEAR

SECOND WIFE SAYS THESE MADE HIM DI

FIGHT FOR ESTATE EVOKES STARTLING AND SENSATIONAL TESTI POWER OF THE SPIRITIST BELIEF AND SPIRIT MESSA

(Special to The Clarion-Ledger)

Windys Locks, Sept. 23—Gray twilight years, leaving more th over the horse-drawn type of vehicle, and shadows gave a spooky air to the town was the founder of th the operative cost of same, the Moto-car hall on Oak street yesterday as there was main offices in Sarana Company is conducting an interesting told the astounding tale of a ghost wife. In the Saranac branch

the man. He died last

4 A \$5 55

BRIGHTER KINGS

84 Point

5 A \$5 25

MODERN DESIGNER HANDSOME CHAIRS

72 Point

5 A \$5 50

BANKERS ORGANIZING EXHIBITIONS CLOSING

60 Point

5 A \$4 20

STRONG RACING MACHINE REMARKABLE HANDICAPS

7 A \$3 75

AMERICAN PRODUCT EXCELLENT INTERESTING STORIES RELATED

36 Point

10 A \$2 85

DISTRIBUTE HANDSOME EASTER PRESENTS SMALL MONEY CONTRIBUTIONS WELCOMED

30 Point

14 A \$2 60

REMARKABLE SHOWING SPECIAL HOLIDAY PRESENTS PARISIAN JEWELRY STOCK DESIRABLE IMPORTATION

24 Point

20 A \$2 50

ARRANGEMENTS NOW CONCLUDED EARTHQUAKES REPORTED COMING MANY NEW BUILDINGS DESTROYED

18 Point

26 A \$2 00

ANCIENT SCIENTIFIC MINERAL DISCOVERIES EXPLORATION AMALGAMATED ASSOCIATION NUMEROUS DARING ADVENTURERS HONORED

14 Point

33 A \$1 75

NUBIAN BURLESQUERS REHEARSING NEW BURLETTA SCENIC PRODUCTION REVOLUTIONIZES STAGECRAFT SUNBEAMS DETERIORATE WONDERFUL PERFORMANCE ENCOURAGEMENT GALORE TENDERED BRAVE HEROES

12 Point

35 A \$1 50

PROSPEROUS TOURISTS TRAVEL WITH COMFORT ENGAGED COUPLE ELOPING MEET STORMY SEAS ANGRY PARENTS SEEK LOST CHILD EVERYWHERE PRODIGAL DESIRES FATTED CALF \$1234567890

10 Point

40 A \$1 40

OUR PRESENT METHOD OF SELLING WEIGHT FONTS OF JOB TYPE AT OUR BODY TYPE PRICES AND DISCOUNTS GIVES THE UP-TO-DATE PRINTER AN OPPORTUNITY TO STOCK UP HIS COMPOSING ROOM WITH MODERN TYPE

8 Point

45 A \$1 25

NEW AND STYLISH FASHIONS IN TYPE AND BORDER DESIGNS ARE VERY ESSENTIAL FEATURES IN SMART PRINTING AND AS AMERICAN TYPE IS NOTED FOR THESE VERY POINTS IT IS NOT NECESSARY THAT WE ADVANCE ARGUMENT MORE CONVINCING

6 Point

50 A \$1 00

PROFESSOR JUMBO'S UNEXCELLED WILD ANIMAL SHOW AND CIRCUS MENAGERIE FINAL APPEARANCE IN THIS COUNTRY OF THE WORLD'S CELEBRATED TRAINER WONDERFUL AND ORIGINAL ACROBATIC FEATS BY THE MOST FAMOUS ATHLETES REMARKABLE EXHIBITIONS OF SNAKE CHARMING \$1234567890 MATINEES DAILY



EAST HERMIS BOULEVARD
TELEPHONES 3256-3257 STUYVESANT

it itt ti's tilling dent

FOUR WEEKS ONLY MATINEE ONLY ON SATURDAY BEGINNING FEB. 23

MESSRS. KETCHUM & SHOWUM BEG TO ANNOUNCE THE ENGAGEMENT OF

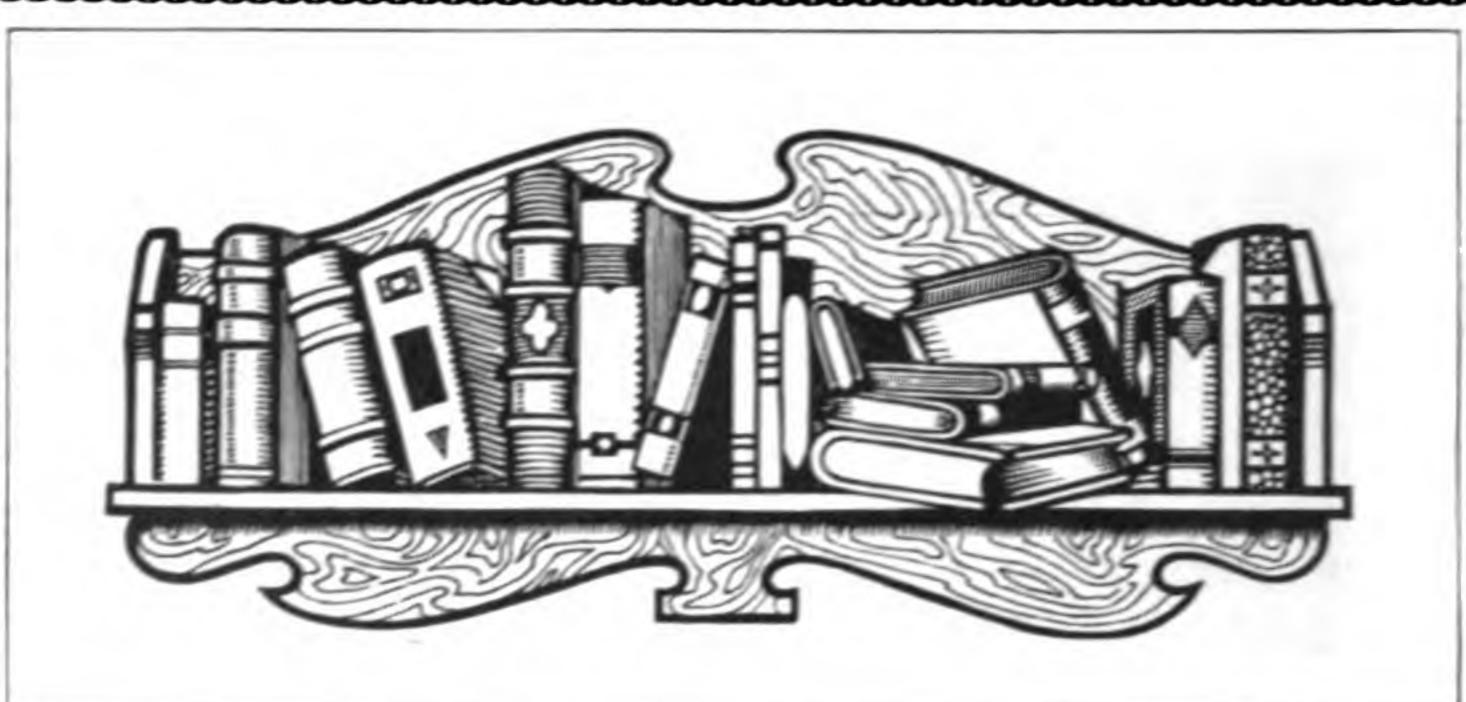
MARJORIE KING

"THE BELLE"

IN THE STUPENDOUS STAR CAST REVIVAL OF HERN'S COMEDY

THE BELLE JERNIN

AUGMENTED ORCHESTRA ELABORATE PRODUCTION



BOOK BARGAINS

We beg to announce that we have just placed a large number of miscellaneous books on our bargain counter. These fine books are very slightly shopworn, just enough to prevent them from being classed as new. Some of the best-known authors

are represented in the accompanying list. We have a few complete sets.

THE BINDINGS ARE ALL OF THE BEST QUALITY AND ARE FULLY GUARANTEED IN EVERY WAY

To make these books move quickly we have marked the prices at about one-half the publisher's regular rate.

Among the lot are four sets of Dickens' works previously sold at \$40; each to be sold at

THE HERITAGE OF THE WESTERN PLAINS By VIOLA HELENA GRAYHURST

We have also secured the complete second edition of this famous novel and are selling them at a low figure. "An appealing love story, pure as the far water brooks," says one well known reviewer, in the latest issue of the Scribe, of this new and fine novel

VOLTAIRE ADDISON MARK TWAIN BROWNING DE FOE BUNYAN PAINE CHAUCER DICKENS LONGFELLOW ELLIOTT HUGO AND MANY OTHERS EQUALLY WELL KNOWN

THE EAST BRADFORD BOOK EXCHANGE

CORNER MASONIC AND EAST EIGHTH STREETS, EAST BRADFORD

TLU I'MIN OTHELL

Vol. XLI

Copyright, 1912, by New Brunswick Publishing Co. **NEW BRUNS**

GOVERNOR BURNS RESIGNS MONDAY

NOTIFIES LEGISLATURE THAT HE MUST SEEK NEW CLIMATE TO BENEFIT HEALTH

BY ADVICE OF NEW MINBURN SPECIALIST HE WILL LEAVE FOR PHOENIX MONDAY ON THE SOUTHERN PACIFIC

Bannerton, August 27.—Governor Thomas Holcomb Burns sent a special message to the Legislature this afternoon making known his intention to relinquish the Governorship on Monday next. The reason given is ill health. Dr. Maurice Stanwix, the noted specialist on stomach troubles recently informed the family of the Governor that his only hope for ultimate recovery was to get entirely away from the duties and cares of public office and breathe

MOB DEFIES F

BOHNVILLE POLITICAL SITUATION MADE MORE UNCERTAIN BY DEATH OF BRADY

The death of Senator Brady has added to the uncertainty of the political mixup in the Fourteenth District. Chairman Foster of the State Committee literally threw up his hands in despair yesterday and left for his home in Monroe. Mr. Foster declared before leaving that it seemed that almost every man in the district had gone office mad and insisted on being nominated for some elective position. There are fourteen well developed boomlets for the vacancy caused by Senator Brady's death, and no possible compromise is in sight.

PARENTS OF MINERVA HURSTING OFFER REWARD FOR RETURN OF THEIR CHILD

The search for Minerva Hursting, the eight year old daughter of the millionaire printer, has been further stimulated by an additional offer of \$5,000 for the return of the child by

HUNDRE REFUS

Fully five thousand f congregated at the int avenue and Halsey str threw curb stones and policemen from station tain Devereux. The p injured and hurried to others were carried to t Many bystanders were attacked by the frenzi ed had it not been for carried through the mo risk of his life. Captai

CONVENTION DEMANDS MODERN COST SYSTEM

PRINTERS SEEK TO FIND SCIENTIFIC SYSTEM OF ESTIMATING

SPECIAL COMMITTEE APPOINTED TO FIND FIXED EXPENSES OF PRINTING PLANT

If the temper of the Master Printers' Convention, now being held in the ballroom of the Algonquin, reflects the attitude of employing printers in general, we may soon see the old cut-price system done away with and a new

printing had not yet begun its influence as a business. Printing is a business upon which all other businesses must lean to a greater or less extent. Therefore, dignify it by doing your best work, and by demanding a fair and legitimate return for your work.

"Every printer should have a sample room, where his work can be displayed to advantage. Most printers' samples consist of a bunch of odds and ends that mean nothing. Printers should take as much care in displaying their samples as shoe men, hardware men or other trades do. Be sure to have a sample room."

The next convention will be held at Holton on Thursday, August 25, 1913. It is hoped that a larger number of printers will be present.

PASSENGER AIRSHIP OF RICHMOND LINE BUMPS INTO A DERELICT OVER DOSWELL

Washington, August 27.—The 8:14 airship from Richmond entered the slip at the Georgetown terminal tonight fifteen minutes late. Aviator Richards reports having run into a ten-cylinder derelict while passing over Dos-

CUBS BE ORIOL

The Cubs batted Curl three singles and a ho sixth inning. As usual off the batting honors f



BALTIMORE 20 CHICAGO 13

Base Hits-Off Curle First Base on Balls-Off Brown, 3. Struck Out24 Point No. 70

HANDSOME MINER

24 Point No. 69

MEMBER DENOUNCED

18 Point No. 70

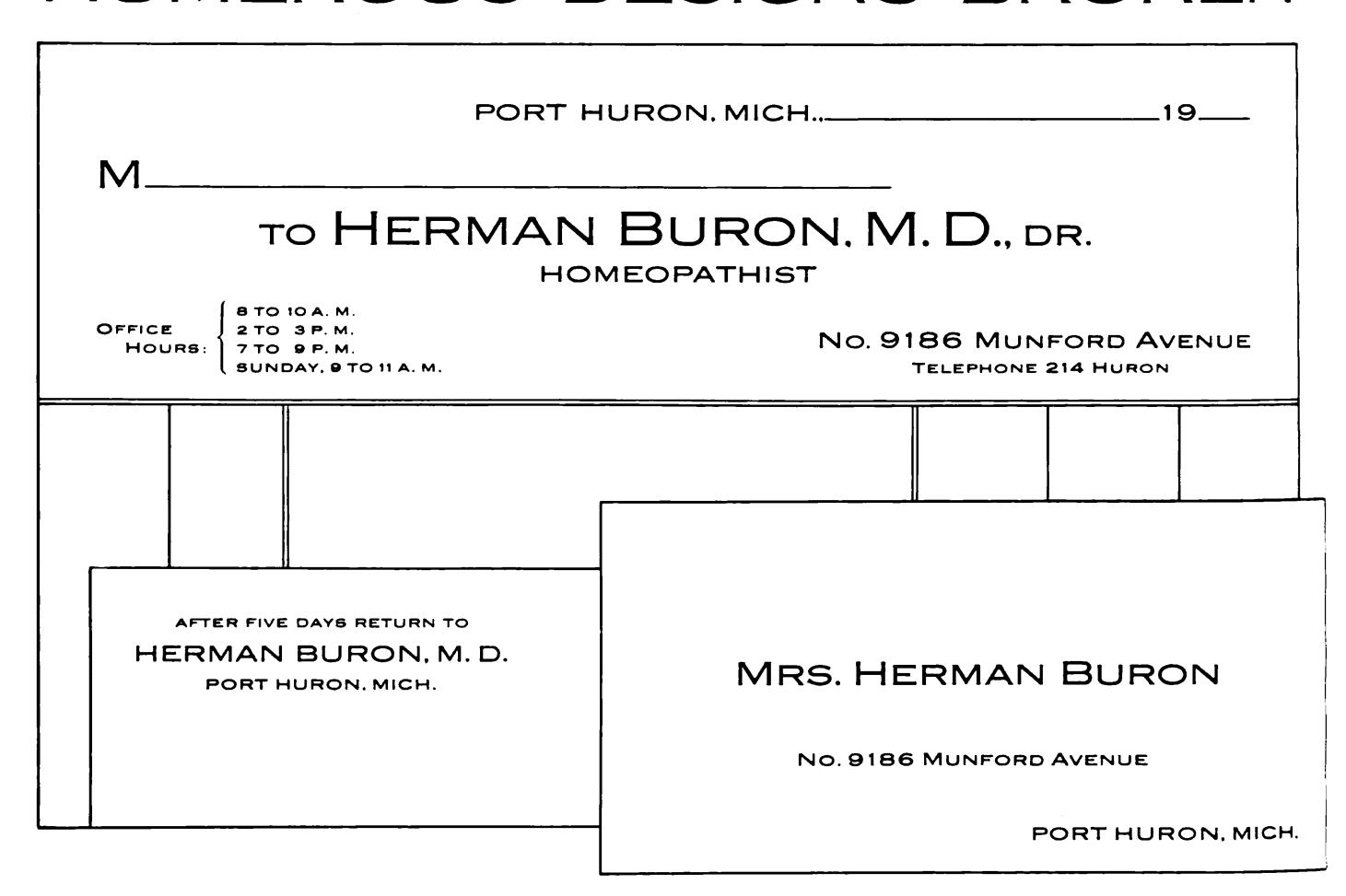
REMARKABLE MANSIONS

18 Point No. 69

A \$2 00

5 A \$2 55

NUMEROUS DESIGNS BROKEN



SPLENDID \$1234567890 FIGURES

6 Point No. 64

12 Point No. 68

11 A \$1 50

17 A \$1 (0)

STRONG REMARKS HUMOROUS MUSIC

12 Point No. 67 13 A \$1 50

BROKERS DISHONEST MODEST FOREIGNERS

12 Point No. 66 15 A \$1 50

MECHANICS DISCOUNTED CURIOUS HOMES BOUGHT

12 Point No. 65 18 A \$1 50

SHORTHAND EXPERTS FOUND MANY CHARMING DIVERSIONS

PICTURESQUE SCENES GIVEN BIOGRAPH SHOW PROCURED GROTESQUE PERFORMANCES

6 Point No. 63 22 A \$1 00

SUBLIME FURNITURE THROUGHOUT REASONABLE ENOUGH INTENTIONS SPLENDID REMEMBRANCES RETURN

6 Point No. 62 26 A \$1 (0)

ENTHUSIASTIC DEMONSTRATOR REJOICING
JUVENILE STUDENTS DECLINE PROMOTION
UNDIMINISHED \$1234567890 RAINSTORMS

6 Point No. 61 30 A \$1 (0)

DELIGHTED SPINSTERS REMOVING HARSH LINES
CURIOUS GIRL DETECTIVE BECOMES INTERESTED
MATRIMONIAL SCHEMERS REPORTING PROGRESS

62

24 Point No. 80

HANDSOME MINER

24 Point No. 79

MEMBER DENOUNCED

18 Point No. 80

REMARKABLE MANSIONS

18 Point No. 79

NUMEROUS DESIGNS BROKEN

CHARLES W. HENDER, PRESIDENT HENRY BRINK, SECRETARY

CAMDEN, MISSOURI, JANUARY TENTH

OWING TO THE WITHDRAWAL OF MR. HAROLD WINTERBY FROM THE SHOE AND RUBBER CONCERN KNOWN AS HENDER & WINTERBY, THE NAME OF THE COMPANY HAS BEEN CHANGED AND WILL BE CALLED

THE HENDER-BRINK CO.

THIS COMPANY, UNDER THESE NEW CONDITIONS, WILL ENDEAVOR TO AFFORD ITS MANY CUSTOMERS AND FRIENDS THE SAME QUALITY OF SERVICE THAT HAS CHARACTERIZED ITS ACTIVITIES IN YEARS PAST

VERY RESPECTFULLY

THE HENDER-BRINK COMPANY

SPLENDID \$1234567890 FIGURES

12 Point No. 78

11 A \$1 50

6 Point No. 74

17 A \$1 00

5 A \$2 55

STRONG REMARKS HUMOROUS MUSIC

BROKERS DISHONEST

MODEST FOREIGNERS

MECHANICS DISCOUNTED

CURIOUS HOMES BOUGHT

12 Point No. 77

13 A \$1 50

6 Point No. 73

6 Point No. 71

22 A \$1 00

27 A \$1 00

30 A \$1 00

SUBLIME FURNITURE THROUGHOUT REASONABLE ENOUGH INTENTIONS SPLENDID REMEMBRANCES RETURN

PICTURESQUE SCENES GIVEN

BIOGRAPH SHOW PROCURED

GROTESQUE PERFORMANCES

12 Point No. 76

15 A \$1 50

6 Point No. 72

ENTHUSIASTIC DEMONSTRATOR REJOICING
JUVENILE STUDENTS DECLINE PROMOTION
UNDIMINISHED \$1234567890 RAINSTORMS

12 Point No. 75

18 A \$1 50

DELIGHTED SPINSTERS REMOVING HARSH LINES
CURIOUS GIRL DETECTIVE SECOMES INTERESTED

SHORTHAND EXPERTS FOUND MANY CHARMING DIVERSIONS

63

COPPERPLATE GOTHIC ITALIC

24 Point No. 60

6 A \$2 50

MODERNIZED NUMBER

24 Point No. 59

8 A \$2 65

STRENUOUS EXAMINATION

18 Point No. 60

GA ROM

CURIOUS NECKWEAR BOUGHT

18 Point No. 59

11 A \$2 (0)

REMARKABLE KINGDOM UNEARTHED

OUR NEW AND ATTRACTIVE LINE OF

FINE SUITINGS

HAS JUST BEEN RECEIVED AND IS NOW OFFERED FOR YOUR CAREFUL INSPECTION. ALL OF THE LATEST IDEAS IN FASHION CONCEPTION AS WELL AS THE HAVE BEEN INCORPORATED IN THIS ASSORTMENT. COMPLETE LINES IN SERGES. THIBETS AND CHEVIOTS, ALSO IN WEARWELL CLOTH, THE NEW FABRIC FROM THE FACTORY OF MUNDHEIM & FRERES, PARIS. GUARANTEED ALL-WOOL, OF THIS SEASON'S SHEARING. THE LININGS ARE IN STRICT CONFORMITY WITH THE HIGH QUALITY OF THESE SUITINGS. YOU HAVE NEVER BEFORE HAD SUCH A CHANCE AS THIS TO SECURE THE BEST QUALITY WINTER SUITS FOR SO SMALL AN OUTLAY OF MONEY FOR STYLISH DRESSERS

HERUM & BURK

BOSTON, MASS.

 \bigcirc

ORDER OF DANCE

PART ONE

WALTZ

SCHOTTISCHE

POLKA

QUADRILLE

WALTZ

TWO-STEP

LANCIERS

GRAND MARCH

WALTZ

SCHOTTISCHE

TWO-STEP

INTERMISSION

PLEASING \$1234567890 FIGURES

12 Point No. 58

12 A \$1 50

6 Point No. 54

21 A \$1 (0)

HISTORICAL ROMANCE STRANGE HOMESTEAD

12 Point No. 57

16 A \$1 50

NEW MEMBER REMAINING NEUTRAL WONDERFUL RECEPTION TENDERED STRONG STUDENTS BECOME QUIET

HANDSOME MAIDS RETURN DEMURE GIRLS INDIGNANT

12 Point No. 56

18 **A \$1** 50

6 Point No. 53 25 A \$1 (1)

FASHIONABLE GIRLS DESIRE PROMINENCE

STARTLING EXPERIENCE VIVIDLY DEPICTED

DETERMINED LEADERS SUGGESTING IDEAS

HUMOROUS EPISODE REPORTED DESIRE CONSIDERABLE MONEY 6 Point No. 52

32 A \$1 0

PROSPEROUS EUROPEAN COUNTRIES LENDING HELP
THOSE MIDNIGHT RAMBLES DECIDEDLY UNHEALTHY
IMPRESSIVE RELIGIOUS CEREMONIES INTERRUPTED

12 Point No. 55

22 A \$1 50

6 Point No. 51

37 A \$1 (0)

MAGNIFICENT CARPETS PURCHASED OFFERING SOME CHOICE BARGAINS MECHANICAL DEPARTMENT BECOMING HIGHLY PROFITABLE ENTHUSIASTIC CONVENTIONS PRESENTING GRAND REPORTS INTERNATIONAL ASSOCIATIONS OF AMBITIOUS MECHANICS

64

COPPERPLATE GOTHIC FAMILY IN COMBINATION

THE FRANKLIN PRINTING CLUB

HEREBY INVITES YOU TO BE PRESENT AT ITS SIXTEENTH ANNUAL ENTERTAINMENT AND BANQUET, TO BE HELD IN ELBERON ASSEMBLY HALL ON THE EVENING OF MARCH TWENTY-SECOND. THIS EVENT WILL MARK THE CLOSE OF THE MOST PROSPEROUS YEAR IN THE HISTORY OF THIS CLUB. REPORTS ON THE BETTERMENT OF THE PRINTING INDUSTRY WILL BE DISCUSSED. WHICH MAKES IT VERY IMPORTANT THAT YOU SHOULD ATTEND THIS BANQUET

FIVE DOLLARS THE PLATE

VEST POCKET
EDITION

WINTER

RELIABLE
INFORMATION
FOR PLEASURE
SEEKERS

THE TROPICAL RAILROAD

FINE BANKING HOME

HUNT & MIRDE

TRUSTWORTHY BANKING IT IS WITH EXTREME PLEASURE AND GRATIFICATION THAT THE MEMBERS OF THIS RELIABLE INSTITUTION BEG TO ANNOUNCE THE COMPLETION OF THE NEW HOME ON SIXTEENTH AND DERAM STREETS. IT IS A HANDSOME STRUCTURE DEVOTED ENTIRELY TO OUR OWN BANKING INTERESTS. THE INTERIOR ARRANGEMENT HAS BEEN COMPLETED WITH AVIEW TO BEAUTY AND THE CONVENIENCE OF BANKING

PRESIDENT

ROBERT MUNN
CASHIER

LOCATED AT PRINCE AND REID STREETS

REMOVAL NOTICE

THE GEM CLUB

HEREBY CALLS YOUR

ATTENTION TO THE CHANGE

IN ADDRESS OF THE

MEETING-PLACE OF THE CLUB

AFTER MARCH TWENTIETH

TO ITS NEW AND VERY

COMFORTABLE QUARTERS

LOCATED AT

MAIN AND ELDRIDGE STREETS
KEASBOROUGH

NEW YORK

BOSTON

PRODUCERS OF QUALITY

HANDER-BEHMON

MANUFACTURERS OF

PRINTING INKS

DRY COLORS, OILS, TURPENTINE AND VARNISHES

CHICAGO

BALTIMORE

Franklin Gothic Extra Condensed

120 Point

3 A \$8 00 4 a \$5 60 \$13 60

MINE Shaft

96 Point

3 A \$6 25 4 a \$4 25 \$10 50

Rented HOME

84 Point

3 A \$5 20 4 a \$3 40 \$8 60

TERM Prohibits

72 Point

3 A \$4 95 4a \$3 35 \$8 30

Machines REMIND

60 Point

3 A \$3 70 6 a \$3 95 \$7 65

NUMBERED PREMIUM Modest Construction

66

4 A \$2 90 8 a \$3 35 \$6 25

MERCHANT PRODUCTIONS Educated Horses Continue

42 Point

5 A \$2 60 9 a \$2 80 \$5 40

CURIOUS ENTERPRISES NOTED Dishonorable Method Expected

36 Point

5 A \$1 80 11 a \$2 45 \$4 25

DETERMINED BANKER CONSIDERING Strenuous Remark Answered Quietly

30 Point

7 A \$1 90 14 a \$2 20 \$4 10

DESIRABLE TYPE FACE Excellent Gothic Letter

24 Point

9 A \$1 60 18 a \$1 90 \$3 50

HANDSOME PRIZE SECURED Strong Competitors Remain

18 Point

14 A \$1 45 29 a \$1 80 \$3 25

DISTINGUISHED SCHOLARS NAMED Charming Afternoon Performances

14 Point

18 A \$1 40 36 a \$1 60 \$3 00

BEAUTIFUL AMERICAN LINE TYPE STYLES Popular and Serviceable Creations Bought

12 Point

21 A \$1 25 44 a \$1 50 \$2 75

HISTORICAL DOCUMENTS DISCOVERED Some Mysterious Investigations Made Dignified Professors Procure Evidence Many Individual Plants \$1234567890

10 Point

25 A \$1 15 48 a \$1 35 \$2 50

AMERICAN LINE STYLES LEAD THE WORLD Distinct and Attractive Type Combination The Weight Font System Increases Profits Desirable and Useful Gothic Letters Found

8 Point

28 A \$1 00 55 a \$1 25 \$2 25

EFFECTIVE GOTHIC DESIGNS ARE ALWAYS POPULAR Strong and Durable Types Bring Favorable Results The Franklin Gothic Extra Condensed Insures Merit Procure Your Job Type in Serviceable Weight Fonts

6 Point

30 A \$0 90 60 a \$1 10 \$2 00

UNEXCELLED FOR SHOW CARDS AND NEAT POSTER WORK Every Printing Office Should Contain This Striking Series Sold in Weight Fonts at Body Type Prices and Discounts Discerning Printers \$1234567890 Will Recognize Its Value

The Great Popularity of Brass and Copper Thin

SPACES

Brass and Copper Thin Spaces make justification so easy that no printing office, large or small, can successfully afford to be without them. These spaces are put up in special cases, made the size of the regular Wisconsin Quarter Cases, four of which just fit in a regular blank case. They

can thus be kept where t accessible, or can be pla the stone. They are a ve and valuable article in th room, and will save a larg unnecessary amount of I will prove a valuable adju rections on the press. In quick and accurate justi boon to any printing offi

HAROLD W. MORTON

WILLIAM H. HENDERSON

MORTON & HENDERSON CO.

1239 North Market Street, OAKFORD, WIS.

HIGH-GRADE INTERIOR AND EXTERIOR WORK Decorators

busy composing room. That these Thin Spaces may be readily distinguished, the Half Point are made of Copper and the One Point

are made of Brass. For prices and further information in regard to the Brass and Copper Thin Spaces write to nearest Selling House for pamphlet





American Type Founders Co.

THE LARGEST AND MOST COMPLETE TYPE FOUNDRY IN THE WORLD. EVERYTHING FOR THE PRINTER

NOVELTIES

For Making Your Home Attractive

To the man or woman of good taste the subject of making the home as beautiful and attractive as possible is always one of great interest. Our novelties are selected by experts in the art of home decorating, and always with the view of giving our patrons and the general public the best and most original ideas for their money. A visit to our show rooms, and a casual examination of our stock, will convince the most skeptical that our claims to art in the way of house decorations have been substantiated in every detail. We will have special displays

Columbia Novelty Company

Number 27 Market Street KANSAS CITY, MO.

Chap-Book Guidon Versatile Ornament

VALENTINE SALE HERE

All the Latest Designs in Valentines, some original motto Folders for mailing

THE RED HEARTS AND FRENCH CUPIDS WILL SURELY PLEASE YOU

Ask to see the little Austrian Valentines

MAX GORDON SOUTH STREET BOOK STORE

Versatile Ornament

Ordering by Telephone

A Word to Housewives Regarding New Residence Line

The Benscreek and Turtle Point Telephone Company in making several very important changes and extensions in its system has provided for resident lines of three parties or more. This change will enable every housewife in town to order her household goods by telephone. Your orders for installation of telephones may be placed at once

Engravers Old English Bold

72 Point

3 A \$8 35 4 a \$4 85 \$13 20

Birth Design

60 Point

3 A \$6 80 5 a \$4 65 \$11 45

Aurable Metal Copper Alloys

48 Point

3 A \$4 20 6 a \$3 85 \$8 05

Handsome Cards Popular Material

42 Point

3 A \$3 65 6 a \$3 15 \$6 80

American Line Type Handsome Creation

36 Point

3 A \$2 65 6 a \$2 35 \$5 00

Excellent Display Lines Monderful Typography

4 A \$2 10 9a \$2 15 \$4 25

Satisfactory Display Cetters Given Havorable Advantage Desirable Stationery Printed

24 Point

4 A \$1 55 12 a \$1 95 \$3 50

Magnificent Opportunity Tendered Designs Contain Exceptional Merit Enthusiastic Advertisers Rejoicing

18 Point

7 A \$1 40 20 a \$1 85 \$3 25

The hope of the Printer for Better Prices will be Realized Gradually but Positively by the Public Becoming More Familiar With Faces

14 Point

9 A \$1 25 28 a \$1 75 \$3 00

When anything in Art or Style gets established in Printing Shops there is sure to be a Reaction. Printing Buyers of today want Variety in their Work and the Up-to-Date Type Faces that are attractive so as to catch the eye of the public

12 Point

11 A \$1 20 31 a \$1 55 \$2 75

8 Point

14 A \$1 00 41 a \$1 25 \$2 25

When a Printing Office gets into a Rut in style and clings persistently to a limited few Faces of Type, no matter how good they may be, it is bound to lose trade \$1234567890

When you find a Printer who is selling his Product as so much paper smeared with Ink, you have found One who has missed his real Vocation in Life. The Successful printer of the Future must sell Business-getting Potentiality. He will Educate his Customers to this idea

10 Point

12 A \$1 10 36 a \$1 40 \$2 50

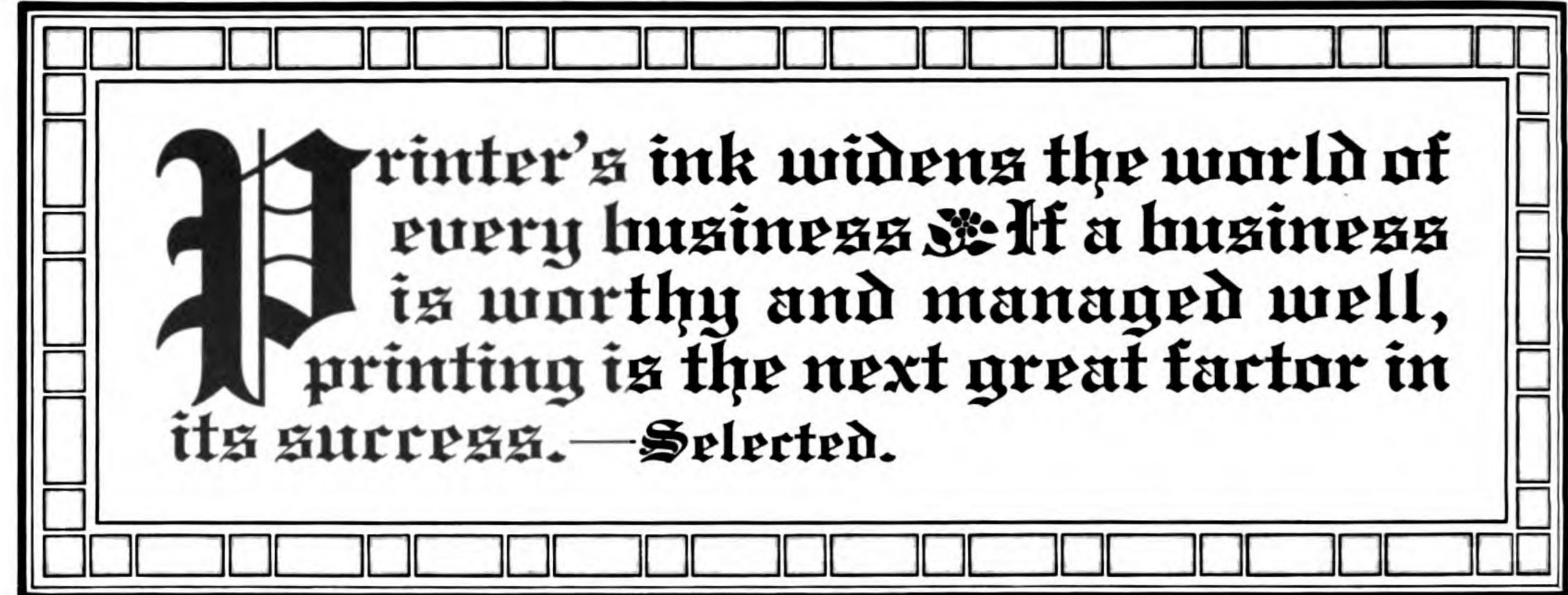
6 Point

16 A \$0 90 47 a \$1 10 \$2 00

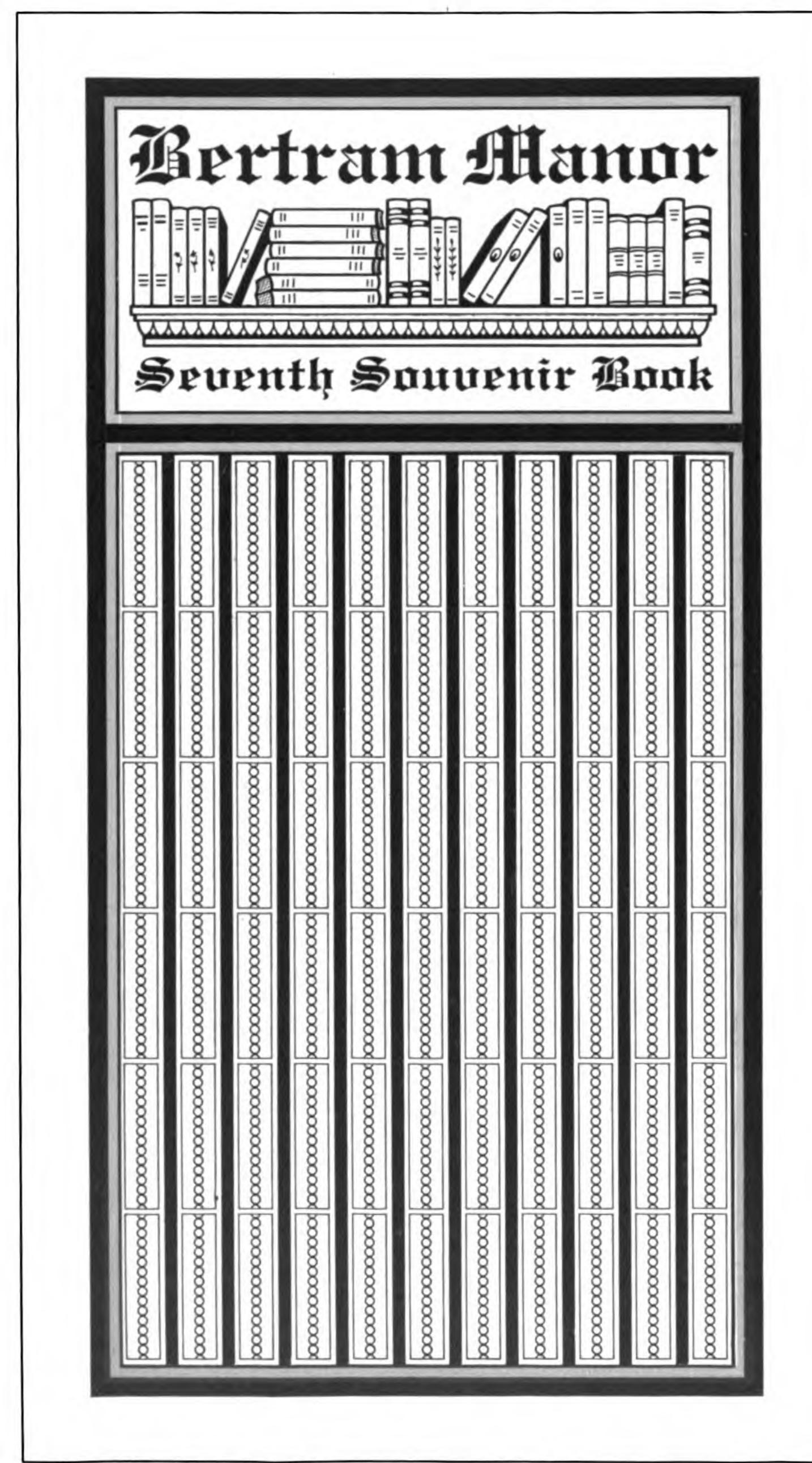
The effective and progressive Printers of the Country are Educating the Public to a better Appreciation of what Real Quality in Printing consists of. It is not the paper ink and binding, but it is Stylishness, the Expression of Fine Art. It is Intellectual in conception and its effect is on the Mind

The publisher who neglects the study of good Typographic Style is not onto his Job. He is advertising himself adversely, or, to be more explicit, he is Claringly Advertising the Nact that his interest in the Advertiser ceases when the space contract is signed. Those who place the great Advertising contracts, and also those Intelligent Advertisers on a Lesser Scale are becoming expert critics of Typographic Style Illustrations \$1234567890 Original Designs

Engravers Old English Bold in Practical Display



Hapgood Floret Art-Tiles and Outline Art-Tiles

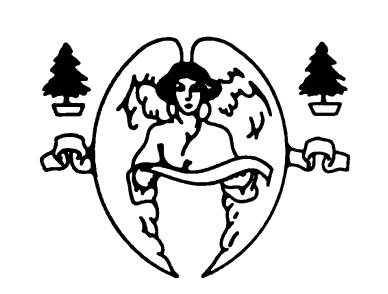


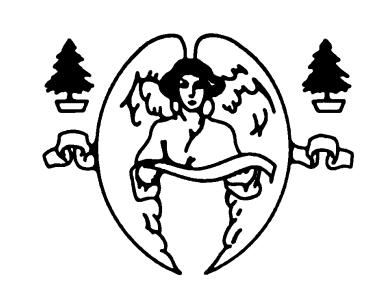
Citizens Bank of Holland

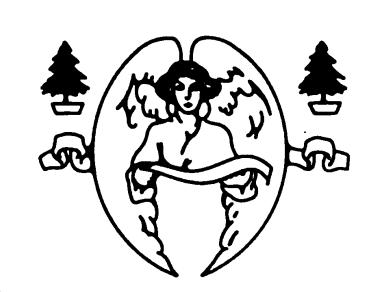
Morchester Street and Tenox Avenue Holland, Maine



The wealth and frugality of a people may be best judged by the records of a progressive bank located in its midst. For this reason we take pride in reciting the growth of the Citizens Bank, reflecting credit as it does both to its careful management and the development of the community which it has served. Back in those days of General Grant's presidency, 9 years after the close







Christmas Day Services

The Members of St. Paul's Church desire to invite their friends and neighbors to the Christmas Bay service to be given in the new St. Paul's Church on Main Street Park and can assure all who come a most cordial welcome. The morning service will begin at ten thirty o'clock, sharp, and the afternoon service opens at three o'clock. A selected chair of fifty voices will be on hand to render sacred carols

Order of Services

Opening Prayer By the Pastor

Christmas Anthem The Choir

> Organ Recital Miss Carn

Christmas Dermon By the Fastor

St. Paul's Church

Rev. John Martin, Pastor Main Street, Harper, Ill.

Cast Squares Holiday Decorators

Muziral

Thursday Evening May 2, 1910

In aid of St. Vaul's Home for the Destitute Children. To be held in the Church Annex Main and Norton Streets, Harper, Illinois

Card of Admission Fifty Cents

Concert

An Excellent Tetter for High-Grade Church and Society Printing

American Tupe Founders Company

Originator and Maker

Globe Gothic Bold Italic Non-Kerning

72 Point

3 A \$8 60 4 a \$5 70 \$14 30

BIGMaple

48 Point

3 A \$4 60 4 a \$3 00 \$7 60

Require BANKS

42 Point

3 A \$3 35 6 a \$3 40 \$6 75

MAIDS Requested

36 Point

4 A \$2 70 6 a \$2 40 \$5 10

WESTERN FORESTS Display Ideal Feature

30 Point

4 A \$2 00 8 a \$2 30 \$4 30

NEW DRIVER Entering Race 12 Point

13 A \$1 30 25 a \$1 45 \$2 75

WONDERFUL PRINTING Detaining Clever Acrobat Country House Thronged Gamblers \$1234567890

24 Point

5 A \$1 60 10 a \$1 90 \$3 50

SINGLE CITIZEN
Congested Alleys

10 Point

15 A \$1 15 31 a \$1 35 \$2 50

MANY STEEP MOUNTAINS Upholstered Sofa Repaired Delightful River Excursions Society Entertainers Killed

18 Point

8 A \$1 60 15 a \$1 70 \$3 30

8 Point

17 A \$1 05 35 a \$1 20 \$2 25

LONESOME INDIANS Musical Duets Charm ORIENTAL THEATRES DAMAGED Large Type Faces Become Popular Family Development Come to Stay Contrast Makes Typographical Art

14 Point

11 A \$1 40 22 a \$1 60 \$3 00

6 Point

19 A \$0 95 37 a \$1 05 \$2 00

FINE ARTISTIC PRINTING Exquisitely Finished Faces American Material Lauded

BEAUTIFUL NATURAL FORESTS AFIRE Great American Type Founders Company Latest Innovation by the Manufacturers Will Make a Large Difference in Expense Specialists Becoming Factors at Printing Harmonious Effect Desired \$1234567890

60 point in preparation

74

Globe Gothic Bold Italic

Non-Kerning 💳

This series is the latest and the very best non-kerning italic on the market and it will meet with the approval of all printers who desire an italic type face that is made to stand the severe strain of electrotyping and the general requirements of an italic letter



Made in thirteen very useful sizes, six point to seventy-two point

AMERICAN TYPE FOUNDERS
COMPANY

Announcement

IN DOING IMITATION TYPEWRITER PRINTING, THE FOLLOWING DIRECTIONS SHOULD BE STRICTLY ADHERED TO:

- 1. Always wash your type-ribbons with soap and water before using.
- 2. Have the press and all its parts immaculately clean.
- 3. Have new rollers for each color and use them for that color only.
- 4. A good fountain is necessary.
- 5. Always secure your shade before starting to run job, using typewriter color sheet.
- 6. Be careful to run job evenly.
- 7. Do not try to get match by mixing inks. Get special ribbons.
- 8. Train your stenographers as to correct touch. Do not let them get careless.

New Typewriter Faces

12 Point

20 A \$1 85 100 a \$5 50 \$7 35

SILK REMINGTON TYPEWRITER

Imitation typewritten letters are a most profitable specialty for job printers to handle. They can be turned out as fast as any job press will run. Your customers need them, and if you cannot do the work will purchase elsewhere. You must have special ink and type adapted to this work; then a few cents' worth of silk completes the outfit. If the addresses are to be filled in on a typewriter, have the stenographer write a sample letter. Use this as a color sheet and have the pressman work to it. You can vary the depth of color on the press and not on the typewriter.

12 Point

9A \$0 95 32a \$1 80 \$2 75

OLIVER TYPEWRITER

There is a constantly increasing demand for the printing of imitation typewritten letters, and in all the leading cities wide-awake printers are taking advantage of this fact and increasing their facilities for doing this work. The accurately reproduced typewriter faces offered by the American Type Founders Company, matching the work of leading makes of typewriting machines, are proving a great help to the craft. Distribute The Process Ink on the plate as usual, then put in form. The first few rollings will saturate the silk with ink and it will act as an inked ribbon, giving an impression similar to a typewriting machine.

10 Point

9 A \$0 75 32 a \$1 75 \$2 50

ELITE OLIVER TYPEWRITER

This work can best be done by printing through a rather heavy piece of China silk stretched over the grippers and left a little slack to prevent smearing. The form is "locked head to the left-hand guide." If two-on is worked, lock the form tail down. After running twenty impressions, the ribbon will be saturated and the press ready and even. The particular kind of cloth used is not important. The crape chiffon, China or Japanese silk or regular ribbon cloth are used. The ribbon cloth is heaviest and gives most weight to the type face. Crape chiffon is the lightest. China silk is generally used. The work is done on linen or hard finish paper. By varying the cloth from crape chiffon through China silk up to the ribbon cloth, the operator can get any desired weight of face. The silk or ribbons will last a long time and when filled up can be washed clean and used again.

All of our Typewriter Faces
are sold in Weight Fonts at our Body Type
Prices and Discounts

Inland Type Carried in Stock

Recut Caslon
Recut Caslon Italic
New Caslon
New Caslon Italic
Condensed Caslon
Heavy Caslon
Comstock
Comstock
Comstock Condensed
Blair
Blair Condensed

These faces (and many others) are carried in stock by the Selling Houses and Agencies of the American Type Founders Company

Recut Caslon

84 Point

3 A \$8 45 4 a \$4 80 \$13 25

HERDING North River

72 Point

3 A \$6 90 4 a \$3 90 \$10 80

STRANGLE Hardest Metal

60 Point

3 A \$6 00 4 a \$3 40 \$9 40

MECHANICS Knocked Down

48 Point

4 A \$4 25 6 a \$3 25 \$7 50

STYLE BINDING Decorator Holidays

4 A \$3 35 7 a \$2 90 \$6 25

PRINTER FRIENDS Sociable Manufacturers

36 Point

4 A \$2 60 8 a \$2 40 \$5 00

ORIGINAL DESIGNER American Type Invigorates

30 Point

5 A \$2 15 10 a \$2 10 \$4 25

NEW HISTORICAL SCENES House Containing Entertainment

24 Point

6 A \$1 75 13 a \$1 75 \$3 50

MICHIGAN ORPHEUM FINISHED Conversation Interested Superintendents

18 Point

10 A \$1 65 18 a \$1 60 \$3 25

ELEGANT RENDITION
North Boston Lemon Clubs
Comets Arrive on Schedule

10 Point

18 A \$1 25 36 a \$1 25 \$2 50

EXPECT EARLY INDICTMENT Condemned Prisoners Are Sentenced Kind Magistrate Industriously Studies Contents of Ponderous Bound Books Millionaire Manufacturer the Victim

14 Point

13 A \$1 45 27 a \$1 55 \$3 00

GRECIAN MYTHS INTEREST Many an Interesting Conversation Enjoyable Afternoons Maintained 8 Point

21 A \$1 10 42 a \$1 15 \$2 25

ENTERPRISING SOCIETY NEWSBOYS Sales Consequently Vastly Increased Thereby Profits Make Lighter the Heart of Little Mike Most Thunderous Tone Ever Audible in City Deafening Roars Make People Think of Babel

12 Point

15 A \$1 25 32 a \$1 50 \$2 75

REVIEWING NATIONAL GUARDS Duplicate Declaration of Independence Investors Realizing Unusual Dividends Foreign Places \$1234567890 Amusement 6 Point

23 A \$0 95 47 a \$1 05 \$2 00

GENEROUS MARGINS DELIGHT THE READER Modern Printers Always Given Proper Consideration An Artistic Touch Requires Conception of the Beautiful Typographers Study Art of Other Periods and Peoples Colorado Reports Largest Rainfall for Nineteen-three Weather Bureaus in Western States Giving Statements Great Agricultural Display \$1234567890 Anticipated Next

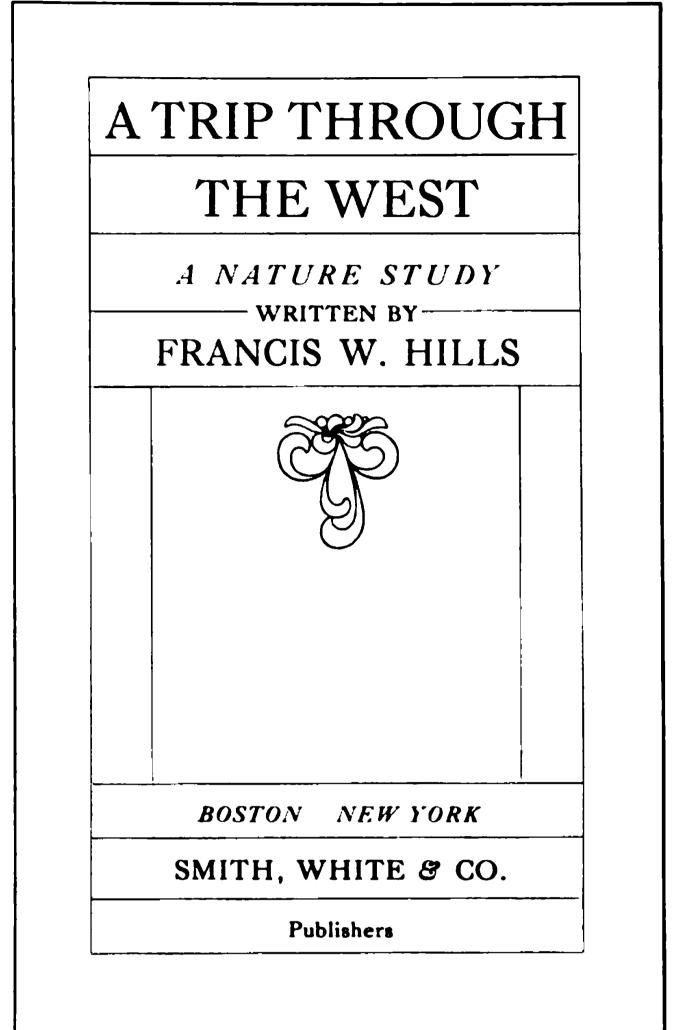
Elements of Design in Decoration of Covers

THERE IS ONE VERY NOTED CHARACTERISTIC OF COVER DECORATION THAT SETS IT APART FROM MOST OTHER DEPARTMENTS IN DESIGN

T is not unnatural when we consider what the principal function of the L cover of a book has grown to be in its evolution from just a simple protective case; and surely, apart from extremely plain-lettered covers, there is more to be said in favor of a cover that serves in some way to suggest the character of the contents of a book than of one that only embodies a scheme of a purely formal line of decoration without any reference to what is contained within. The usual difficulty with many symbolic covers (a difficulty which has led us occasionally to emphasize, at their expense, covers of a more formal type) is that they, and the artists that design them, very often try to symbolize too much. It is a fundamental rule that no element of reality may enter into a scheme of decorative composition without undergoing such modification of its parts as may be necessary to bring it into relation to other elements in design

Recut Caslon and Recut Caslon Italic in Practical Display

THE WESTERNER **CHAPTER VI** TN October of that year, Fred Furlman was at a ▲ post of the Harlem Bay Company when the news came that a large body of English settlers was at hand. He saw at once what this meant. With only a few hours' preparation he set off on horseback, determined to go to Washington. He meant to see Mr. Webber to tell him how possible it was for the United States to occupy Oregon, and so to prevent him from making a treaty which should surrender that country. With a companion and a guide he left the neighborhood of what is now Walla-Walla. It was a terrible ride. Exactly three months afterwards he was at Santa Fe, having braved the ice



Collins Floret

for

From BARSTOW & HAWKINS 320 South Montana Street, Philadelphia

4 A \$4 40 6 a \$3 10 \$7 50

BIRCH H()RHST Neat Design Selected

36 Point

4 A \$2 55 9a \$2 45 \$5 00

RECUT CASLON TYPE New Display of Modern Styles

30 Point

4 A \$2 00 12 a \$2 25 \$4 25

DESIRES KNOWN METHOD Ideal Conditions Mean Better Results

24 Point

5 A \$1 50 15 a \$2 00 \$3 50

PRESENTED NUMEROUS IDEAS Beautiful Designs Rewarded Good Printers

18 Point

8 A \$1 45 21 a \$1 80 \$3 25

COMPOSITORS LEARN Marvelous Shop Conditions 10 Point

6 Point

15 A \$1 05 43 a \$1 45 \$2 50

KINGDOMS DEMOLISH WORK Too Many Printers Use Valuable Time Solving Intricate Problems For Prizes

14 Point

11 A \$1 30 30 a \$1 70 \$3 00

8 Point 16 A \$0 90 50 a \$1 35 \$2 25

CHEAPER MOTIVE POWER Destroyers Sailed Northward Today Careful Printers Follow Instructions

CONTINUED OBSERVING MONSTERS Editors Desire Eloquent Writings Always, While Compositors Demand Plain Manuscript Profuse With Descriptive Material Useful For Educated Craftsmen Desiring Standard Knowledge Daily

12 Point

13 A \$1 20 36 a \$1 55 \$2 75

18 A \$0 85 53 a \$1 15 \$2 @

COMPOSITORS AND JOB PRINTERS Marvelous Reproductions in Royal Academy Before Production Rewarding \$1234567890

NUMEROUS THOROUGH DESIGNS STYLISH Printers Requiring Novelties Touching Upon Ordinary Or Unusual Details Relating to Typographical Display Surely Observe With Great Satisfaction Newest Designs Collegiate Championship Marathon Results \$1234567840

Recut Caslon Italic in Practical Display



COLOR IN ADVERTISING

THE attractive power of many good advertisements is ofttimes greatly increased by the use of proper color. From the standpoint of the reader, the right use of that color is of primary importance. As it will probably command his attention, it is important that color should attract, not repel. Strong color used without discretion calls attention to itself, not to the advertisement. Color that is carefully harmonized and used very discriminatingly with regard to the amount and its distribution will help to retain attention and concentrate it upon the important matter in the advertisement. One is an index finger pointing out and making clearer the way to the pith of the advertisement and the other an obstruction beyond which numerous readers never pass

THE FISHING SONG

Down in the wide, gray river

The current is sweeping strong;

Over the wide, gray river

Floats the fisherman's song.

The oar-stroke times the singing,
The song falls with the oar;
And an echo in both is ringing,
I thought to hear no more.

Out of a deeper current

The song brings back to me
A cry from mortal silence
Of mortal agony.

Life that was spent and vanished,
Love that had died of wrong,
Hearts that are dead in living,
Come back in the fisherman's song.

With the rude strain swelling, sinking.
In the cadence of days gone by,
As the oar, from the water drinking,
Ripples the mirrored sky.

Yet the soul hath life diviner; Its past returns no more, But in echoes, that answer the minor Of the boat-song, from the shore.

And the ways of God are darkness;
His judgment waiteth long;
He breaks the heart of a woman
With a fisherman's careless song.

Empire Border

Madison Avenue and Bard Street

STREET CONTINUED IN THE CONTINUE OF A CONTINUE OF THE CONTINUE

JE wish to call your attention to the special display which we are now making of new fall and winter fancy dress materials. This display comprises the choicest patterns of the leading European manufacturers and was personally selected by our own expert representative. An early inspection will assure you of the opportunities to be derived from this display

Franklyn Edwardson & Company

New Caslon

84 Point

3 A \$9 30 4 a \$5 20 \$14 50

BINDERS Stone Bank

72 Point

3 A \$7 50 4 a \$4 25 \$11 75

RINGMEN Broad Marks

60 Point

3 A \$6 35 4 a \$3 65 \$10 00

MORPHEUS Brother Daniel

48 Point

3 A \$4 00 6 a \$3 50 \$7 50

LIGHT MONTH Champion Student

4 A \$3 50 6 a \$2 75 \$6 25

TENOR SINGERS Procure Caslon Type

36 Point

4 A \$2 65 7 a \$2 35 \$5 00

HONESTY REMAINS Lumber Industry Thrifty

30 Point

5 A \$2 25 9 a \$2 00 \$4 25

TIRED PIGEONS TUMBLE Logical Players Served Knights

24 Point

5 A \$1 65 12 a \$1 85 \$3 50

IMPORTED TYPES CONTINUE Typographical Novelty Everywhere

18 Point

8 A \$1 55 17 a \$1 70 \$3 25

RICHEST DESIGNER Docked Burning Steamer Neat Workmen Organize

14 Point

12 A \$1 45 24 a \$1 55 \$3 00

BEAUTIFUL NEW CASLON Handsome Leaflets and Folders Reward Practical Printers Now

12 Point

15 A \$1 30 30 a \$1 45 \$2 75

DESIRE WONDERFUL STORIES
The Publisher Requires Modern Type
Diogenes Looked For An Honest Man
Always Entertain Notions \$1234567890

10 Point

17 A \$1 25 34 a \$1 25 \$2 50

TRUE FRIENDSHIP BROKEN
Shakespeare Still Lives in History
Designing Typographical Novelties
Printers Benefit for Hospital Fund

8 Point

21 A \$1 10 42 a \$1 15 \$2 25

MANY UNWISE EARLDOMS REMAIN Beautiful Reliable Printing Becomes National Successful Under Average Model Conditions Many Sections Where Ideal Service Abounds

6 Point

23 A \$0 95 47 a \$1 05 \$2 00

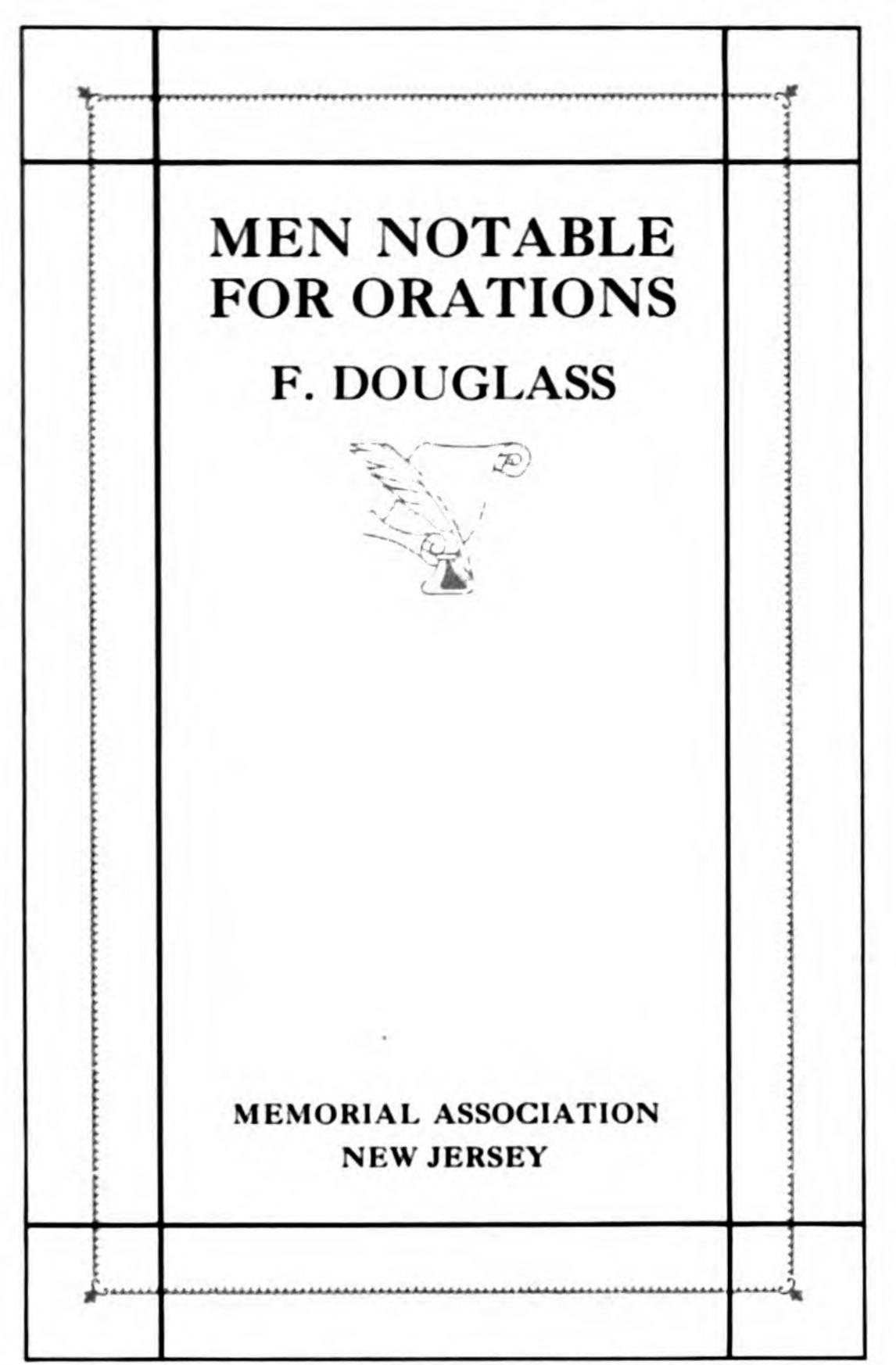
NEW CASLON MEANS REAL STANDARD TYPE Practical Knowledge of the Printing Art Comes Readily The Reliable Type Faces Are Produced by this Foundry Beautiful Natural Scenery Abounds in Italy \$1234567890

5 Point

21 A \$0 95 42 a \$1 05 \$2 00

LOGICAL ADVICE TAKEN RIGHT AIDS WONDERFULLY
The Government Inspectors Remaining Silent Prepare Sensations
Treasury Departments Which Control Large Amounts Introduced
International Questions Require Powerful Thinkers Every Time

New Caslon in Practical Display



Versatile Ornament No. 88 Panel Border

FREDERICK DOUGLASS AT BUREN DECORATION DAY

here for a moment. My words shall be few and simple. The solemn rites of this hour and place call for no lengthened speech. There is, in the air of this restingground of the unknown dead, a silent, subtle and all-pervading influence, more touching, impressive, and thrilling than living lips do ever utter. Into the measureless depths of every loyal soul it is now whispering lessons of all that is precious, priceless, holiest, and most enduring in human existence.

Dark and sad would be the hour to this nation when it failed to pay grateful homage to its greatest benefactors. The offering we bring today is due alike to the patriot soldier dead and their noble comrades who still live; for, whether living or dead, whether in time or eternity, the loyal soldiers who imperiled all for country and freedom become one and inseparable. Those unknown heroes whose

LONG ISLAND RESORTS

Where is the best place to go this summer? Is there a well-conducted city home in America where this welcome yet puzzling question has not awakened interest and brightened the eyes of all within range?

Now if the fourth and fifth words are accented there is only one answer—LONG ISLAND. There is no place where you can have so much comfort or such good sport as on Long Island. "Everyone knows Long Island," you say? Yes. You know there is a Long Island. You know of thousands living there. Hundreds of thousands summer there. But you don't realize its varied charms have brought to its hospitality many more

Island of Pastimes pleasure-seekers than go to any of the other sections or resorts. Isn't it worth your while to investigate and prove the worth of such evidence yourself—by personal experience? Think and read on.

This is for those who do not know exactly what Long Island is today. Long Island is the largest island on the eastern coast of the United States—123 miles long and from 15 to 25 miles wide, with a coast line of over 400 miles. Long Island's physical contour and geographical location are such that it receives the maximum of the ocean's cooling breezes. These remarkably steady winds in the summer come from the south, direct from the ocean—pure, life-giving and rich in ozone

RESIDENCE RESORT PLEASURE-SEEKERS TOOK LONG ISLAND



Long Island Residence Hotels

HOUSES EVERYWHERE

THE OFFICE BOY

O, joy supreme! Say, talk about your happy kids, well, maybe I ain't the real little cherub of sunshine. Le' me tell you the cause of all this happiness. You know how nice the weather has been lately, well, it does make a fellow feel pretty peevish when he has to stick in an office while all the other kids are out playin' ball or swimmin'. Well, day before yesterday I sure did have 'em. I felt just about as gloomy as Dr. Koch when he got that Kopenhaden Well, just as I was ready to report. do something rash, I hear three buzzes. Now, of course, three buzzes that's my signal to hot foot it into the boss' office, so I bolts in expectin' to find the next atmosphere rather chilly and I also had a hunch that I was due for a very good

bawling out. But instead of t stare, there sat his nibs waitin with a big broad smile. Now the boss isn't a chronic grouch

The Works of FREDERIC WILLIAMS

Volume II

Beatrice Fowlers

PART 1

SPECIAL HAND MADE EDITION

28

The Complete Works of James Henry Humperdinck

Second Edition



VOLUME XXVIII

EARLY COMPOSERS AND THEIR WORKS

JAPANESE IMPERIAL VELLUM EDITION

THE KIND OF MEN TO HIRE

ECIPE for picking out the best business executives furnished by a writer for a large phrenological journal, whose definition about an executive is "an indoor business man." In the hope that his rules may prove valuable to the business world generally, a few extracts are quoted: "An employer who wishes to select an indoor business man needs a person who has the vital temperament, one who also has the following faculties always present: Casualty, comparison, order, human nature, calculation, secretiveness, conscientiousness and veneration."

"The head of an indoor business man will consequently be broad in the upper part of the forehead, and

13

•

3 A \$3 90 6 a \$3 60 \$7 50

MINERS NOTES Students Instruction

42 Point

4 A \$3 30 7 a \$2 95 \$6 25

NEW BENCH REST Caslon Italic New Faces

36 Point

4 A \$2 40 9 a \$2 60 \$5 00

EIGHT MUSKETS FIRE Decreased Hunters Rewards

30 Point

4 A \$1 80 11 a \$2 45 \$4 25

MODEL TYPES Pleased Consumer

24 Point

5 A \$1 50 14 a \$2 00 \$3 50

FINE MOUNTING Desiring Caslon Italic

18 Point

8 A \$1 35 22 a \$1 90 \$3 25

INSPECT TYPE OFTEN Printers Gain By Experience

14 Point

11 A \$1 25 30 a \$1 75 \$3 00

YOUNG FOREMEN RETIRED Praise New Caslon Italic Type Face Demand Superior Wearing Quality 12 Point

13 A \$1 15 38 a \$1 60 \$2 75

CONTAIN BEST FEATURES This New Caslon Series rewarding Our careful printers \$1234567890

10 Point

15 A \$1 05 44 a \$1 45 \$2 50

EXPOSITION IN PROSPECTIVE Typographical history dates to early age Many years ago being used extensively

8 Point

17 A \$0 90 51 a \$1 35 \$2 25

INTEREST CENTERING ABOUT CASLONS
No office will have its requirements entirely suited
Unless Caslon faces are introduced extensively as
They contain ideal features modern type requires

6 Point

20 A \$0 80 60 a \$1 20 \$2 00

INCLUDING ORIGINAL CHARACTER FEATURING Heavy snowstorms are reported in many sections of the west Many aeroplanes were destroyed while maneuvering Friday Beautiful New Caslon Italic repays handsomely \$1234567890

5 Point

17 A \$0 80 52 a \$1 20 \$2 00

HANDSOME DESIGNS WROUGHT FROM NEWCASLON ITALIC More noble deeds of valor and strength of the American people are noted Silent riders passed down the mountain side shortly after eleven o'clock American Type Founders Company still leads all the world in production THE

HORTINE

At the Sign of the Golden Eagle

HIGH-GRADE GOODS FOR PARTICULAR PEOPLE

Stylish Clothier

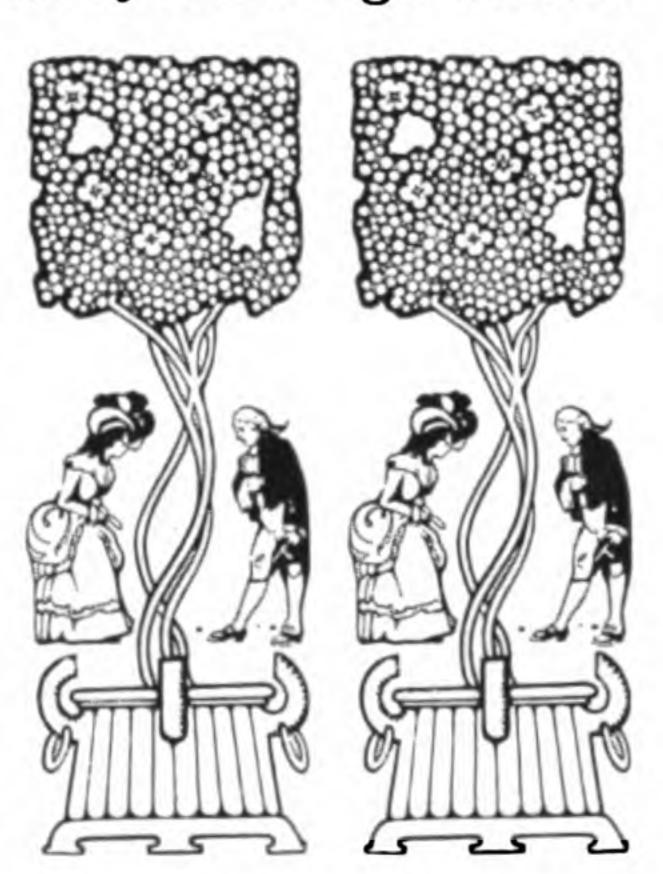
JOHN H. HORTINE Proprietor No. 580 Northard Street, KANSAS CITY

Entire Winter Stock at a Big Reduction

Anticipating the need of room to display the large and varied stock of spring and summer goods which will shortly arrive, I have decided to make the reductions on my present stock so attractive that it will be impossible to resist them. This assort-

ment includes a splendid variety of styles and patterns that will appeal to every person of good taste. They're away from the ordinary, and most of them cannot be duplicated at almost double the price. Some of the cleverest fabrics that the mills turn out are shown among this price-revision sale. Many of the finest staple weaves are presented for your approval—kerseys, oxfords, meltons, mixtures, in the overcoats; standard blues and blacks, the smoother qualities of the rough weaves

and smartest mixtures among the suits; in fact they are the overcoats and suits that have set a standard this season among the highest type of clothes for men. In the boys' department a similar reduction is now taking place, and the prices quoted there defy competition. Double-breasted styles, in sizes eight to eighteen years, are here in profusion. Pleated Norfolk suits, in various styles and sizes, many with two pairs of knickerbockers—and some of the cleverest all-wool fabrics turned out this season are here



OUR STOCK OF SPRING GARMENTS

"Guaranteed Satisfaction" is the Motto that has given the HORTINE store its Popularity and Prominence

Telephone Number 2315 Americus

FOR THE COMING SEASON WILL INCLUDE MANY INNOVATIONS FOR THE STYLISH DRESSERS TO MAKE THEIR SELECTIONS FROM. ALL THE LATEST IDEAS FROM THE GREAT FASHION CENTERS OF THE WORLD ARE BEING COLLECTED FOR THIS EVENT Condensed Caslon

96 Point

3 A \$8 40 4 a \$5 10 \$13 50

KING Silver

84 Point

3 A \$7 20 4 a \$4 40 \$11 60

Coldest MINE

72 Point

3 A \$5 75 4 a \$3 50 \$9 25

HERDER Notes

60 Point

3 A \$5 00 4 a \$3 10 \$8 10

HUNTS MINERS Secret Names Lost

48 Point

3 A \$3 20 6 a \$3 05 \$6 25

PRINTERS REFUSED Display Caslon Quality

4 A \$2 60 8 a \$2 65 \$5 25

TRUSTED MEN SIGNED Demand Condensed Caslon

36 Point

4 A \$2 10 8 a \$2 15 \$4 25

MODERN TERMS GRANTED Honest Typographical Printing

30 Point

6 A \$2 00 11 a \$2 00 \$4 00

SECURED AMBITIOUS WORKERS Gentleman Withdrew Promises Given

24 Point

7 A \$1 65 15 a \$1 85 \$3 50

UNIFORMED ENSIGN ORDERS RETURN Musicians Discourage Beautiful Cornet Player

18 Point

12 A \$1 60 22 a \$1 65 \$3 25

10 Point

21 A \$1 20 42 a \$1 30 \$2 50

SPECIAL NOVEMBER SALE Condensed Caslon For Display

PROSPEROUS KINGDOMS EXISTED Modern Compositors Fervently Praised Newspapers Demand Caslon Condensed

14 Point

15 A \$1 40 30 a \$1 60 \$3 00

PRINTS MODERN ADVERTISING Condensed Caslon Often Used Should Satisfy the Most Fastidious of Printers 8 Point

24 A \$1 10 46 a \$1 15 \$2 25

ENTERTAINED THOUGHTFUL GENTLEMEN Type Printing Conditions Have Improved Since the American Type Founders Company Saw That the Printer is Supplied with Every Known Convenience That is Made to Produce Modern Artistic Printing

12 Point

19 A \$1 35 38 a \$1 40 \$2 75

6 Point

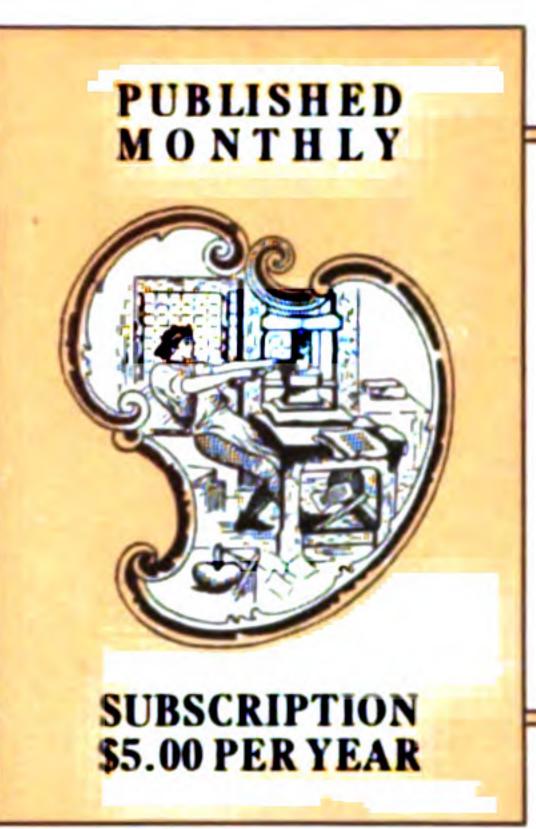
26 A \$0 95 52 a \$1 05 \$2 00

REAL DELIGHTFUL MYSTERY SOLVED Absolutely Honest and Careful Printer Required American Type Founders Face \$1234567890 WANDERING COMPOSITOR INTERESTS FOREMAN To Realize a Profit from the Composing Room It Requires Active, Aggressive Planning Manifested in Many Ways. In the First Place a Composing Room Should be Arranged so That no Steps May Be Wasted By Workmen \$1234567890

PROGRESSIVE ADVERTISING

FRANCIS CLARK
Editor and Publisher

113 NASSAU PLACE INDEPENDENCE BUILDING CHICORA, MISSISSIPPI



It accurately expresses advertising conditions and possibilities in the richest field for profitable advertising in all of the Southern States

WILL speak for the best in advertising—independently—and will accurately express the advertising conditions of which Chicora is the geographical and trade center. Trade conditions in the smaller towns and cities and rural districts will be thoroughly considered,

localities in which every advertising dollar will earn biggest dividends—if properly directed and backed by right selling organization and earnest work.

I have just finished a 9,000-mile trip. Speaking, observing, writing and counselling. I want advertisers to know about the splendid possibilities I have observed. The \$5.00 annual subscription will reveal much goodness and opportunity. It will keep you close to places where it will pay for your advertising to go. It will enable you to get more than a dollar's worth of advertising for a dollar. It will afford you an advantage over your competitor. It will bring to your business the latest and best ideas of an expert of the highest calibre. You cannot very well afford to be without it. Remit today and begin with the first issue. Address:

PROGRESSIVE ADVERTISING

CHICORA

MISSISSIPPI

Words of Others About FRANCIS CLARK

- T. D. Cobb, Cola Coca Co., Pres. Associated Adv. Clubs of America. "Happy faculty of getting close to folks."
- Charles R. Brodey, of McGinnis' Magazine.
 "His broad knowledge of advertising and years of experience mean success."
- Fred. Leo Mahin, St. Paul. "As a thoughtful inspirational writer on any advertising topic, he stands at the head."
- Stanley J. Flague, Chicago. "I know of no one who is able to do the work better than Mr. Clark."

- Adolphus Copper, Toledo, Kan. "He has the faculty of getting right at the root of propositions and putting them in a forceful manner."
- E. G. Petterson, Hollier's. "His writings have always been forceful."
- Jonathan Wm. Chopple, National Magazine.
 "He has made it a profession."
 William Sheldon Minneapolis "I believe
- William Sheldon, Minneapolis. "I believe him to be one of the greatest writers of the country."
- Abraham Silberstrauch, Mgr. Jewish Daily News, New Orleans. "His work is full of live ideas that are mighty interesting."
- Publisher Detroit Citizen. "He knows big business and how to tell it inspiringly to others."

Condensed Caslon in Practical Display

FIFTIETH ANNUAL SALE OF

Subrand" CS Call S

CONSISTING OF MANY NEAT AND NOBBY DESIGNS FOR THE CRITICAL CUSTOMER

Fifteen hundred fine scarfs, variety of which is great, embracing eight plain colors, an almost endless combination in stripe and neat effects on dark and medium grounds. This stock is made of best domestic and imported silks in reps, satins, amures and surahs. An ideal assortment affording a very wide range of selection. When you examine these scarfs, take particular notice that they have the wide, open ends. They are a manufacturer's stock, and made to sell at prices from 50 cents to \$1.00

Economy in price has not been offset by economy in material. These scarfs are in every respect all that we aver. They are the best value in this city today at

25c

MONK & SIREN

CORNER SEVENTEENTH AND HENRY STREETS

Ned Hartmain ENGRAVER Printery

BINDER

Telephone

Number

124-M

The few circulars sent forth from this modern printing office, merely made known its aim and purpose. It was too early then to speak with authority of its accomplishments and cite reasons why you should grant it favor or patronage. The sturdy ideal for which it stands has met success from the very outset and we have had three years as one busy season. In this time we have executed our work in such a manner that we feel proud, and contained in our books of samples are many interesting specimens of good printing. The object of this effort is to establish closer relationship with all our friends and patrons here

The Model Shop

LOCATED AT HELM STREET AND BELMONTER AVENUE

Art Ornament I-120001

Drinting

UNRIVALED FACILITIES ENABLE US TO GUARANTEE OUR QUALITY AND IT AMOUNTS TO NO SMALL DEGREE, FOR THIS REMARKABLE SUCCESS IN PLEASING EVERYONE

MENHER PRINT SHOP

The kind you ought to use and when you ought to have it, that is when you really need it. We have contracted the habit of satisfying all our customers. Our work as a business getter is of the highest quality

Heavy Caslon

84 Point

3 A \$9 45 4 a \$5 30 \$14 75

FINDERS Hold Firm

72 Point

3 A \$7 70 4a \$4 40 \$12 10

KITCHENS Decide Race

60 Point

3 A \$6 70 4a \$3 80 \$10 50

SMOULDER Honors Given

48 Point

3 A \$4 45 5 a \$3 05 \$7 50

REIMBURSING Binders Entertain

3 A \$3 30 6 a \$2 95 \$6 25

MODERN CITES Remains Handsome

36 Point

4 A \$2 80 6 a \$2 20 \$5 00

PKESIDING KNIGHI Decoration Harmonious

30 Point

5 A \$2 20 9 a \$2 05 \$4 25

MENTIONED CHILDREN Remunerative Considerations

24 Point

6 A \$1 85 10 a \$1 65 \$3 50

DETERMINING INSTRUCTION Conventional Shouters Disembarked

18 Point

8 A \$1 55 16 a \$1 70 \$3 25

10 Point

16 A \$1 20 32 a \$1 30 \$2 50

PROMISED METHOD Noticeable Despondency

RICH MERCHANDISE HELD Peculiarly Adapted for Magazine Advertisements and Stylish Work

14 Point

12 A \$1 45 23 a \$1 55 \$3 00

REIMBURSED PRESIDENT Fashionable Printers Entertain Railroad Engine Climbs Mount 8 Point

19 A \$1 10 38 a \$1 15 \$2 25

DISTINGUISHED LOGICAL CONCEPT Scientist Claims Most Original Distinction Soft Pedal Professor, Here Comes Hamlet A Type Combining Usefulness With Beauty

12 Point

14 A \$1 30 29 a \$1 45 \$2 75

EIGHT DENOUNCE PRESIDENT Requirement Sometimes Nonsensical Demands Satisfaction \$1234567890

6 Point

20 A \$0 95 40 a \$1 05 \$2 00

HOLIDAY MONTHS SHORTEST OF YEAR A Time for Kind Thoughts and Noblest Impulses Let Your Higher Nature Rule All Your Actions Figures Uniform \$1234567890 Clear and Strong

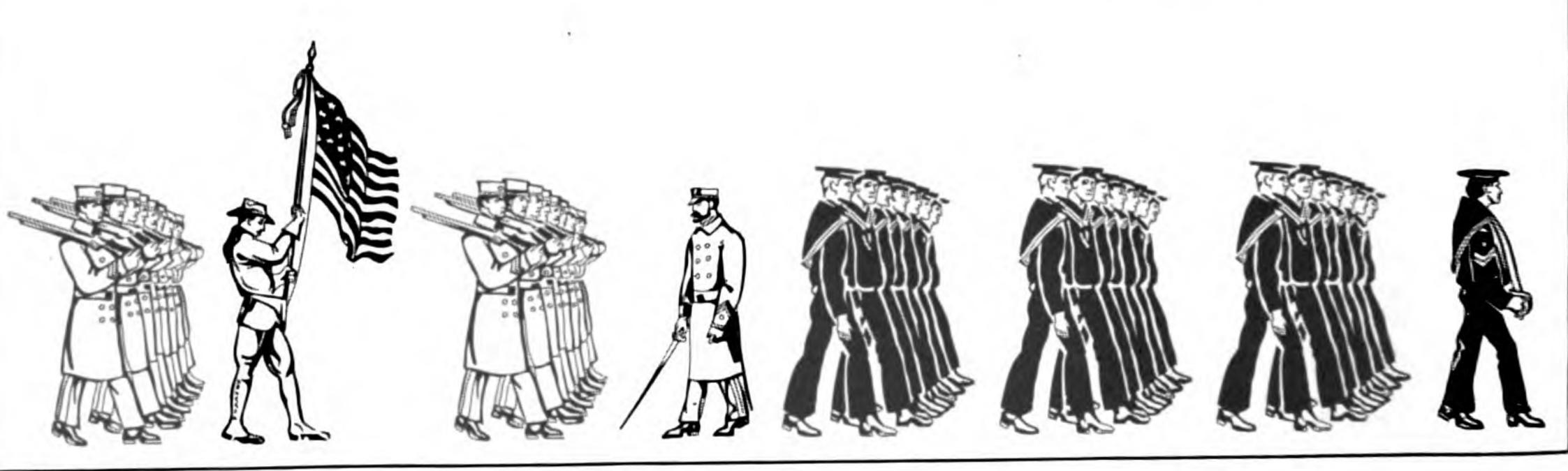
Marine Celebration

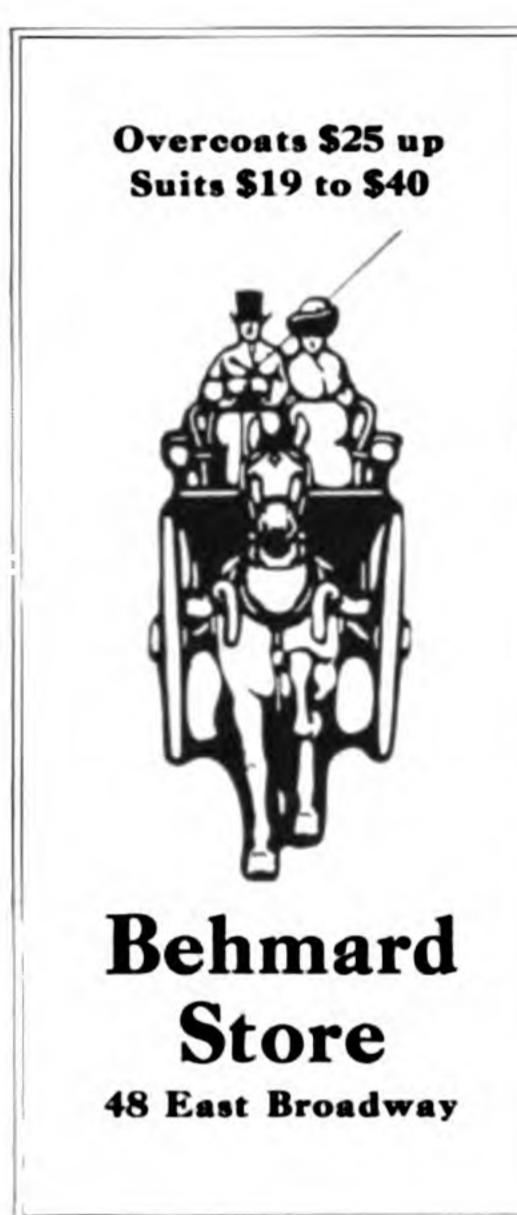
Exhibition and General Marine Review

Official Programme

Line of March
Explanation of Floats
Illustrated

New York City
February Twenty-Second
and Twenty-Third





Thoroughmade Clothes are like a Thoroughbred Horse

Back of each there must be a strictly unblemished pedigree. Without which there is neither the thorough breeding of a horse nor the thorough making of clothes. Strip check-rein and trappings off an ill-bred horse and straightway he droops into dispirited cobship. Put an ill-made suit on a live man and send it through a rainstorm, and it wilts into forlorn swathing. When a man makes a purchase of clothing he should be sure that the garments are backed by a real pedigree—blue-blooded clothes

Versatile Ornament



American Type Founders Company

LEADER OF FASHIONABLE TYPE STYLES

The type, borders, ornaments and other printing materials made by this Company excel in design, and their durability is assured by practical use of the best ingredients for their respective requirements. The printing office equipped with its productions is worth more for either use or sale than one made up from the materials of incomplete type foundries

A Virile Story of Wild Life



By H. B. GREN

N the Alaskan goldfields Gren has shared the wilderness life of hunters, ranchmen, hostile indians and mormons. His hero is saved from a lone death in the desert, rides, fights and loves with the people who have so gallantly taken him in. Their leader, the giant patriarch of the vast Purple Desert, is more typical of his time and place than any character in fiction. The earnest taming of the wild horse Silvermane, the quest for Mescal, the young girl of the sunset, through mirage and sand storm, are but two of the many thrilling events in its very finely written and illustrated chapters

Copyrighted and Published solely by MARSDEN PRINTING COMPANY

Comstook

36 Point

3 A \$3 05 4a \$1 95 \$5 00

ERECTS MONUMENT Newest Style Pleased

30 Point

4 A \$2 50 5 a \$1 75 \$4 25

MINING ENGINE INSURED Unpretentious Compositor

24 Point

5 A \$1 90 7a \$1 60 \$3 50

TURNED HORSES WESTWARD Some Very Graceful Characters Comstock Popular with Printers

18 Point

7 A \$1 70 10 a \$1 55 \$3 25

MARBLE STAND ORNAMENTS PARLOR Strong Display Obtained Without Crudity Pleasing Face Showing Beauty and Style

14 Point

9 A \$1 50 15 a \$1 50 \$3 00

12 Point No. 2

15 A 81 50

BOLD MONARCH DREAMS
Mysterious Vehicle Coming
Renews the Royal Prestige

Mighty and Strong \$1234567890

WHO KICKS THE DEVIL IS ONE GREAT BOYS ONCE PRINTERS TAKE ROYAL ROADS TO FAME HOWEVER ALL ARE NOT WISE

12 Point No. 1

12 A \$1 40 20 a \$1 35 \$2 75

WHO KNOWS THE JOY OF WORK

A Favorite Among Check Printers

12 Point No. 3

18 A \$1 %

PAUSE HERE AND GIVE YOUR OFFICE TOWEL A FEW JERKS TO HELP YOU TO REMEMBER THE NAME IS COMSTOOK PRANKLIN EDUCATED HIMSELF HERE AN INVITATION IS

EXTENDED TO PRINTERS TO

STUDY THE

Comstock and Blair

COMBINATION, WHICH
IMPARTS, WITH LITTLE EFFORT, A
MAGNIFICENT

Lithographic Effect

FORMING A DESIRABLE
AND PLEASING COMBINATION
FOR THE CRAFT

KEPT IN STOCK AND FOR SALE AT ALL SELLING HOUSES OF

American
Type Founders
Company

48 Point

4 A \$5 00

CHECKS REMIND

36 Point

5 A \$3 75

INSURE FINESTHOMES

30 Point

5 A \$3 00

HIGHEST MARKET STOCKS SENTINTERESTING BINDER

24 Point

7 A \$2 50

ENTERPRISING MINSTREL SHOWS PUBLIC DESIRED MODERN PRINTS

18 Point

10 A \$2 00

12 Point No. 3

17 A \$1 50

SENATORIAL ELECTION PROMISING CUSTOMER

DEMAND SOMETHING ORIGINAL PRESERVING INDEX DOCUMENT SOME MODERN REQUIREMENTS

14 Point

13 A \$1 75

12 Point No. 2

12 Point No. 1

21 A \$1 50

ENGRAVED WEDDING CARDS
GENUINE TRADE INCREASER

ENTERPRISING COMPOSITOR SAVES EARNS AMERICAN HUNTING OUTFIT PROMOTIONS LARGE \$1234567890

12 Point No. 4

15 A \$1 50

25 A \$1 50

HURT DIGNIFIED BANK PRESIDENT THOROUGH WORKERS REWARDED OBTAINED ELEGANT ENGRAVED APPEARANCE COMMERCIAL WORK RECEIVING PROPER TONE FINE PRODUCTION PLEASED GOOD PRINTERS

108

AS REPORTED TO SUPERINTENDENT OF BANKS OF THE STATE OF MAINE

THE HARTEM BANKING COMPANY

ORGANIZED 1845

DIRECTORS:

RICHARD MATTHEWSON DANIEL KNOWLES CHRISTOPHER BARWIND **GEORGE BEMEN** CLAUDE REYNOLDS

Versatile Ornament

MADISON & CENTIMER

WHOLESALE CHEMISTS

BROADWAY AND FORTY-EIGHTH STREET, SAN FRANCISCO

rough president requires to a conference to the conference of the conference of the second section of the se

R

ESTABLISHED 1841

REORGANIZED 1894

KENSINGTON DIME BANK

4 PER CENT INTEREST ON SAVINGS DEPOSITS

CAPITAL \$85,000

SAFE DEPOSIT BOXES

FOREIGN DRAFTS

MARTIN SMITH, PRESIDENT

PETER DONNELLY, SECRETARY

MAURICE HENDRICKS, TREASURER

DANIEL BRESTUN & COMPANY

MANUFACTURERS' SALES AGENTS AND WHOLESALE AND RETAIL

BOOKSELLERS

ENTIRE LIBRARIES BOUGHT, SOLD AND EXCHANGED

NINTH AND GRAND STREETS

SALEM, MASS.

IF NOT DELIVERED AFTER FIVE DAYS RE

KENT ELECTRIC DYNAM

CORNER EXCELSIOR AND THURSTON S DETROIT, MIC

DR. RICHARD KIRSCHBIE

VETERINARIAN

574 MAIN STREET

BROOKLYN, N. Y.

BLAIR

24 Point No. 2

5 A £25.

NICE DISCERNMENT PRINTS FIT DESIGNS

24 Point No. 1

6 A \$2 50

REFINEMENT DELIGHTS SUPERIOR EXPERIENCE

18 Point No. 2

8 A \$2 (0)

PRINTING MINDS CHARMED INSPECTED SOME DESIGNS

18 Point No. 1

9 A 😂 🕪

SUBMERGE TREMBLING CHICK MANY REMARKS CONDEMNED

12 Point No. 4

12 Point No. 3

11 A \$1 50

14 A \$1 50

6 Point No. 4

16 A \$1 (iii

USERS OF PRINTING REQUIRE SOME FINE WORK \$1234567890

6 Point No. 3

19 A \$1 (0)

INCREASE PRODUCTION BY ABOLISHING UNWISE IMPRACTICAL METHODS

PICKING SORTS IS A FUTILE

HABIT CAUSING PROFIT AND

6 Point No. 2

23 A \$10

DOCTORS AND LAWYERS WANT DIGNIFIED
PRINTED MATTER BECAUSE THEY HAVE TO
SUSTAIN DECENT PROFESSIONAL DIGNITY

FULL CASES EARN DIVIDENDS

MOST EXPENSIVE ITEM IS TIME

SEE THE DIGITS \$1234567890

THIS FACE WILL REMAIN MODERN

SUCH DIGNITY IS ALWAYS IN STYLE

USEFUL ON MENU AND CARD JOBS

12 Point No. 2

EQUANIMITY TO TAKE WING

29 A \$1 0

WHERE IS THAT BADLY BANGED COPPER THIN SPACE IN THE CASE WHERE YOU TOOK PAINS TO RETURN TO SUCCESS IS ACQUIRED THROUGH PERSEVERANCE

12 Point No. 1

18 **A \$1** 50

16 A \$1 50

QUADS IN SPECIAL CASES SERVE THEIR PURPOSE WELL BUT A FEW KEPT IN TYPE CASES SAVE STEPS

6 Point No. 0

6 Point No. 1

46 A 81 3

MINOT HAR THE TO BAY COMPOSITOR MARINA IN THE COMPOSITOR MARINAL IN THE COMPOSITOR MARINAL IN THE GOARD ALLAST STOLEMANT OF THE GOARD STOLEMANT

24 Point No. 2

9 A \$2 50

USEFUL CONDENSED TYPE FACE CHARACTER AND QUIET DIGNITY DELIGHT THEIR ARTISTIC SENSE

24 Point No. 1

11 A \$2 50

REMARKABLE UNIFORMITY IN SPACING FASTIDIOUS CUSTOMERS ADMIRE THIS CERTAIN TO REMAIN LONG IN FASHION

18 Point No. 2

14 A \$2 00

DELIBERATE AND PLAN
IF YOU DESIRE TO BE A
PROFICIENT WORKMAN

18 Point No. 1

16 A \$2 00

DEMAND MAY BE CREATED BY EXAMPLE QUITE OFTEN GET OUT NICE LITERATURE

12 Point No. 4

19 A \$1 50

THE CHARACTERISTIC DIGNITY SO MANIFEST IN THIS TYPE MAKES IT ESPECIALLY LIKABLE \$1234567890

12 Point No. 3

22 A \$1 50

GREAT TYPOGRAPHICAL EXCELLENCE IS OFTEN A MATTER OF SENSIBLE REGARD FOR THE FINER ETHICAL REQUIREMENTS 12 Point No. 2

27 A \$1 50

PERHAPS YOU WORK TOO HARD WITH HANDS AND FEET WHILE YOUR SKULL MUSCLE IS TAKING IT EASY, WAKE UP

12 Point No. 1

33 **A \$1 5**0

PUZZLING QUESTION CONFRONTS THE BOSS HANDS ARE ALL WORKING AT UTMOST SPEED YET WHY IS IT THAT RESULTS ARE MEAGRE

6 Point No. 4

30 A \$1 00

IT IS NOT UNCOMMON TO SEE COMPOSITORS BUSILY ENGAGED IN PULLING SORTS AND IN PUTTING THEM BACK AGAIN OR IN TAKING LONG JAUNTS IN PURSUIT OF MATERIAL WHICH SHOULD BE HANDY \$1234567890

6 Point No. 3

34 A \$1 00

BLAIR CONDENSED HAS ITS PURPOSE AND USEFULNESS AND THAT SIMPLICITY SO NECESSARY TO DIGNIFIED PRINTING FACES THAT COMPOSITORS ALSO ADMIRE ARE NOT LIKELY TO REMAIN LONG IDLE IN THE CASE AND TYPE THAT WEARS OUT IN USEFULNESS IS THE KIND TO BUY BECAUSE PROFITABLE

6 Point No. 2

40 A \$1 00

THE BUSINESS MEN OF THE UNITED STATES ARE BETTER EDUCATED ON PRINTING AND TYPE THAN ARE THOSE OF ANY OTHER COUNTRY IN THE WORLD. THE PRINTING PRESS IN THIS COUNTRY IS RAPIDLY EDUCATING EVERYONE TO DEMAND BETTER PRINTING. PRESENT AND FUTURE CALL FOR TYPOGRAPHY THAT IS SIMPLE, WELL PRINTED AND EASY TO READ

6 Point No. 1

48 **A \$1** 00

MODERN PRINTING IS GETTING AWAY FROM ECCENTRICITY. TYPE SHOULD NOT BE SET IN ECCENTRIC DESIGNS NOR SHOULD IT BE CROWDED WITH OVER-ORNAMENTATION. IT MUST BE EASY TO READ AND YET IT MUST BE DISTINCTIVE. THE EASIEST WAY TO GET THIS DISTINCTIVENESS IS WITH NEW TYPE FACES. AND THE PRINTER HAVING THE MOST NEW FACES. CAN CREATE THE MOST NEW BUSINESS. CUSTOMFRS WELCOME NEW FACES.

MORGENSTEIN & HENDRICKS

REAL ESTATE AND MANAGEMENT OF PROPERTIES MADISON AND BERGINDALE ROADS, RICHMOND

THE VALUE OF REAL PROPERTY AS AN INVESTMENT DEPENDS UPON ITS PROPER MANAGEMENT. IT OFTEN HAPPENS THAT A PROPERTY OWNER IS SO SITUATED THAT HE HAS NEITHER TIME NOR OPPORTUNITY TO GIVE HIS LAND AND BUILDINGS ANY PERSONAL SUPERVISION, BUT MUST OF NECESSITY DELEGATE THIS TRUST TO ANOTHER. IN ORDER TO MEET THIS NECESSITY AND TO PROVIDE A RESPONSIBLE AGENCY FOR RICHMOND PROPERTY OWNERS, THIS COMPANY HAS ORGANIZED ITS REAL ESTATE DEPARTMENT. THE PROPER MANAGEMENT OF INCOME BEARING REAL ESTATE CONSISTS CHIEFLY IN THE CAREFUL OBSERVANCE OF ALL THE

IMPC TRAS

CLUB OF He

MEMBER'S TICKET

GOOD FOR ENTIRE SEASON

RUBIKEN CLUB DANCES

HERMAN, INSTRUCTOR

EVERY WEDNESDAY EVENING

EXCEPTING LEGAL HOLIDAYS

NEW AUDITORIUM

MAIN AND BROAD STREETS

ND ANNIVERSARY

IMENT

PHAN HOME BENEFIT

CKEN

EIGH

BLUE POINTS

STRAINED GUMBO HOT OR COLD

RUSSIAN CAVIARE ON TOAST

BROILED DUCKLING
APPLE SAUCE

ROAST SPRING LAMB

LOBSTER SALAD

FRUIT CAKE

CRACKERS

CHEESE

DEMI TASSE

CIGARS CIGARETTES

CLUBROOMS, SATURDAY, DECEMBER EIGHTH
EIGHT O'CLOCK

PROGRAMME

PART ONE

HEARKEN UNTO ME - - SOLO AND CHORUS
MISS SMITH AND CHOIR

THE ELECT FOUR

OH! COME, EMMANUEL - - SOLO AND CHORUS

THE PEOPLE THAT WALKED IN DARKNESS - DUET
MISSES GRACE RYAN AND EVELYN KAND

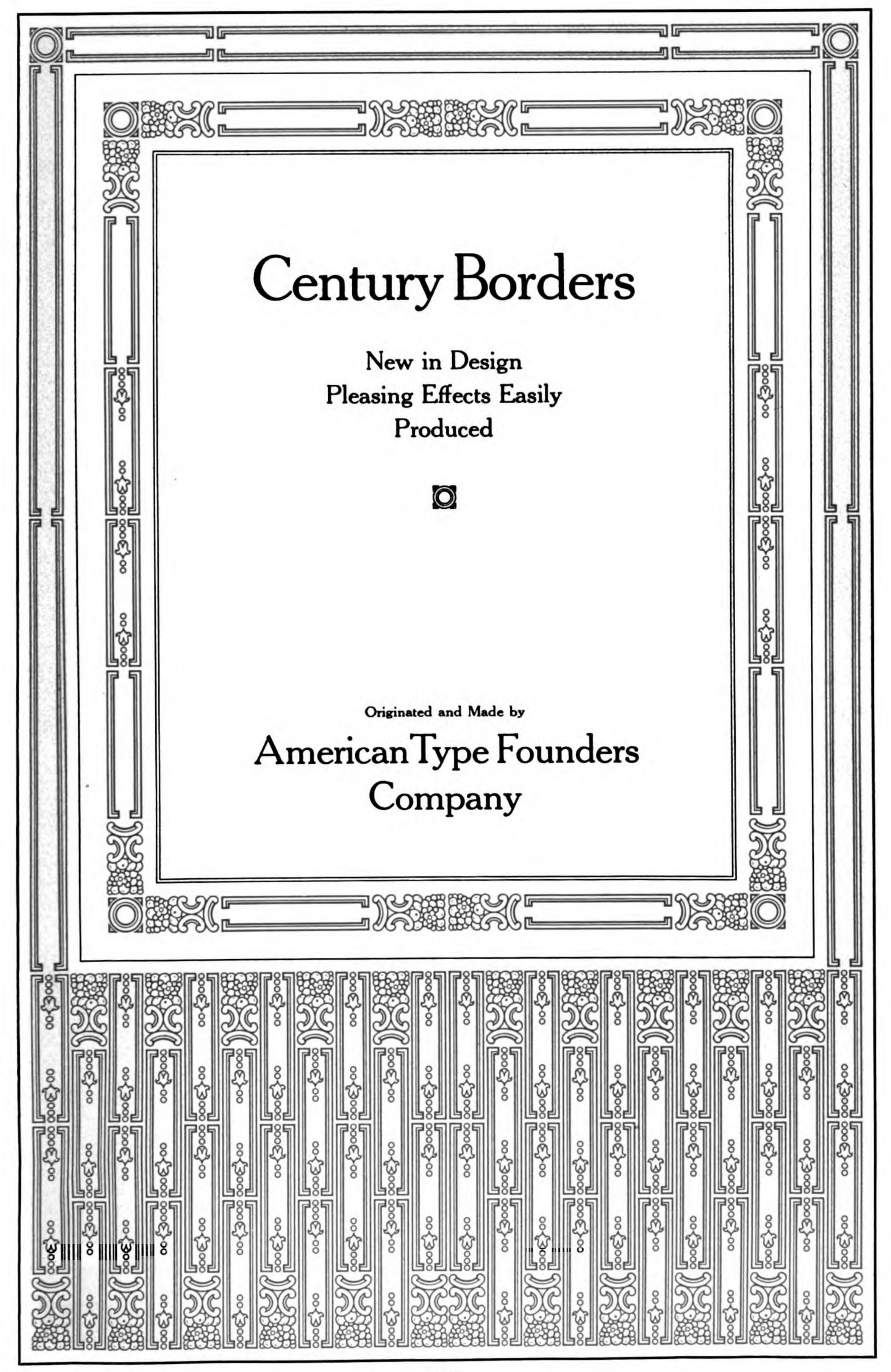
OH! LIGHT OF LIFE - - - - SOLO

MR. GEORGE MATHEWS

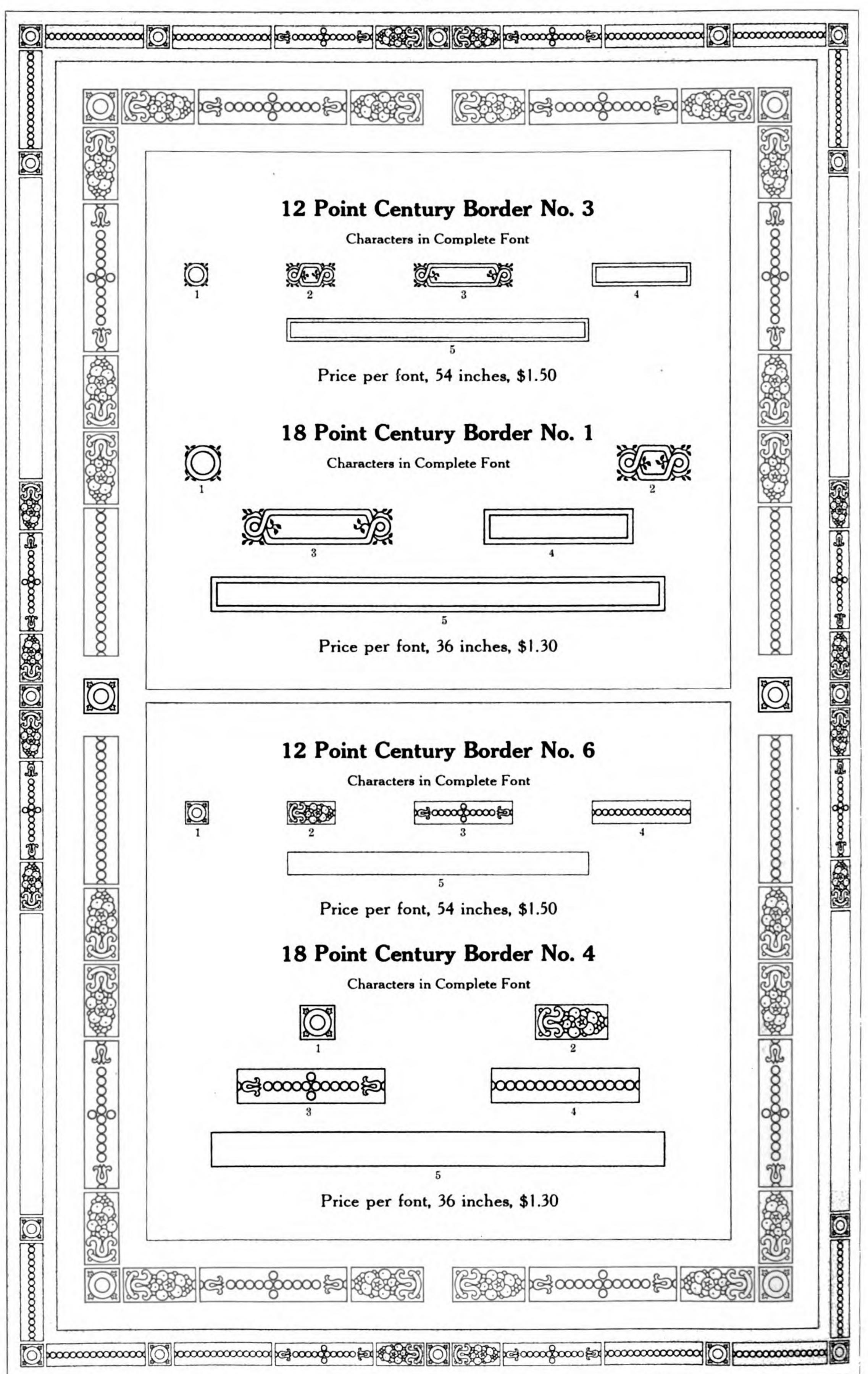
DIVINE REDEEMER - - - QUARTET



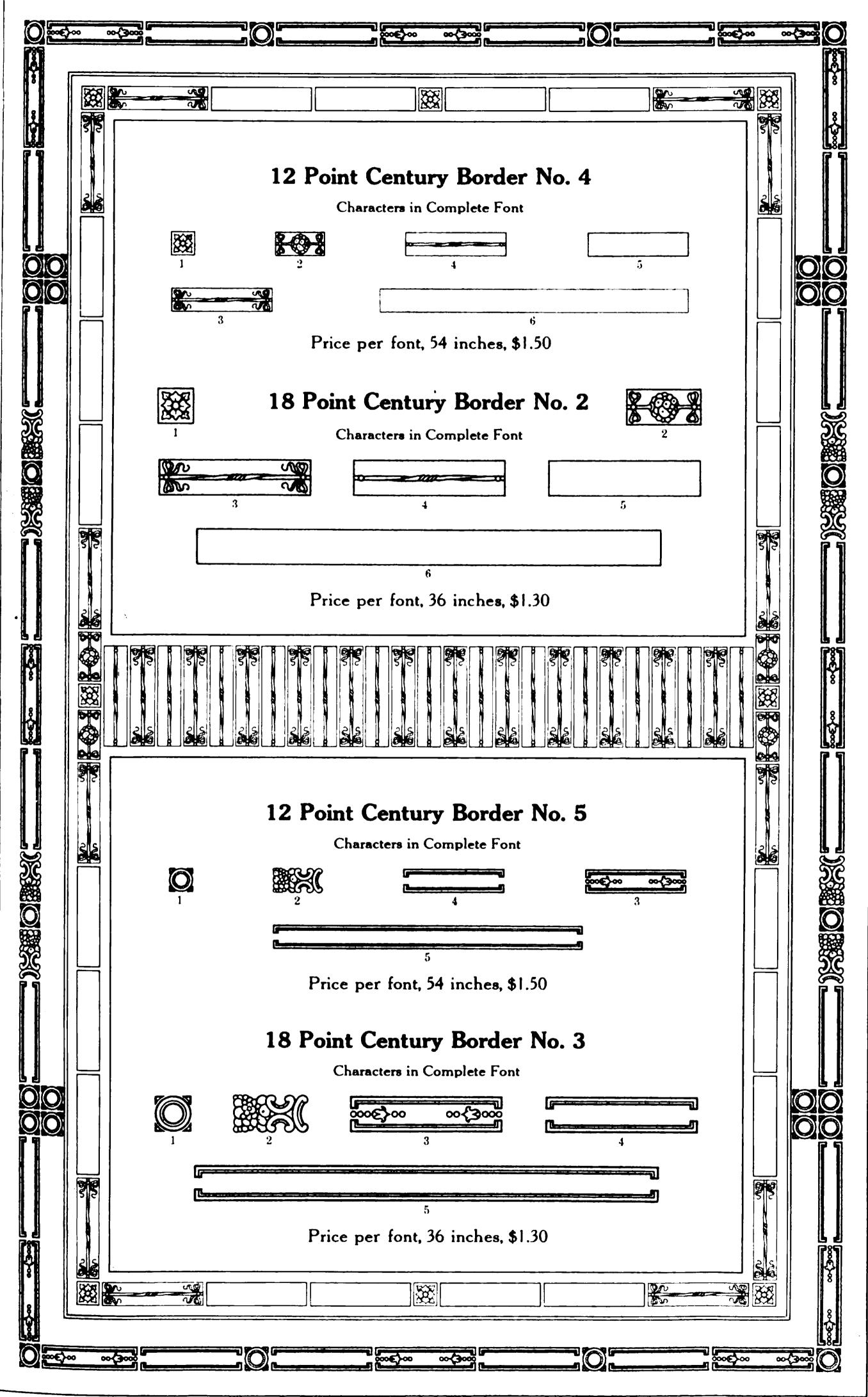
Strathmore Ornaments



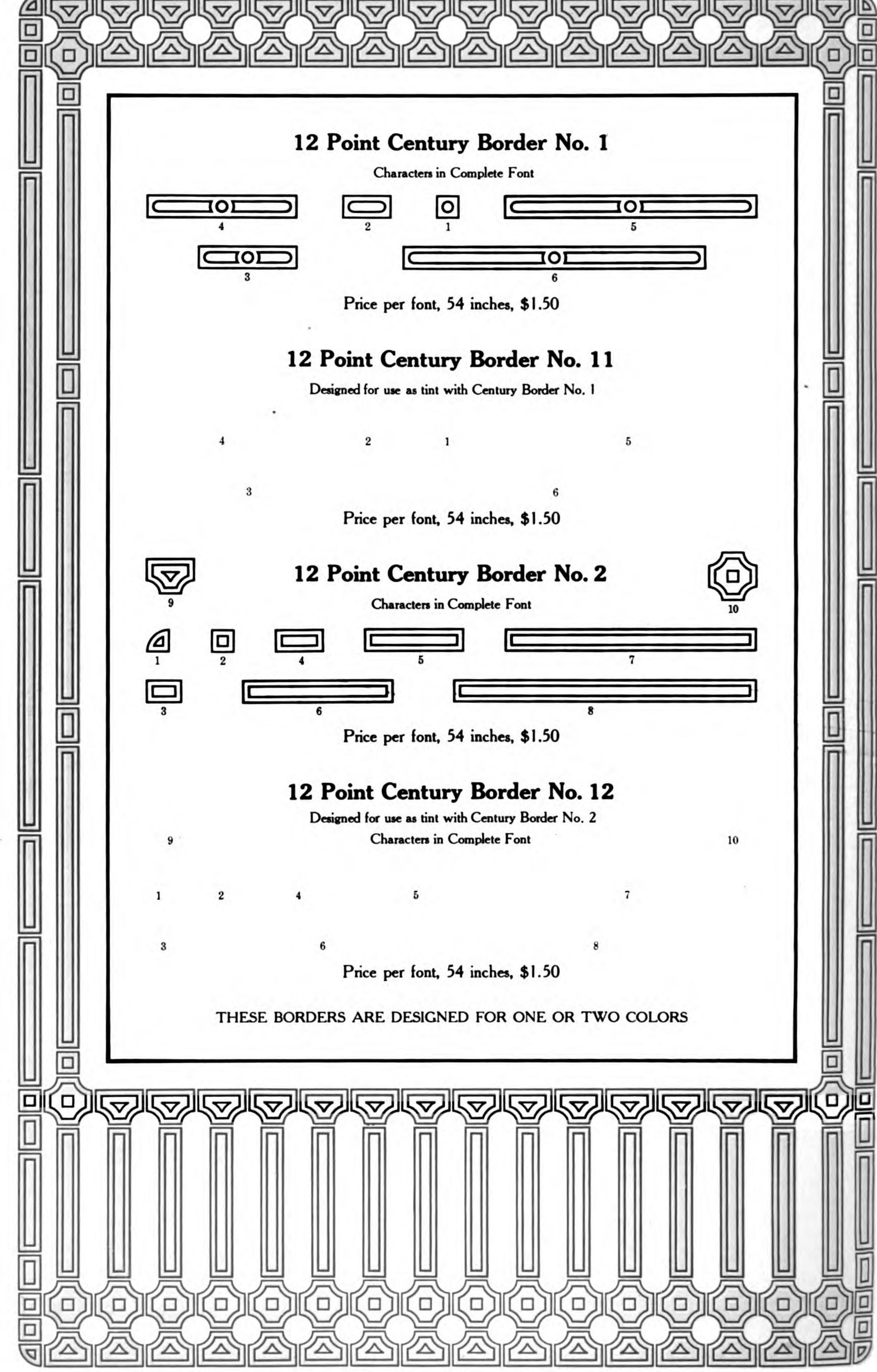
Century Borders



Century Borders



Century Borders



Baseball Series No. 2

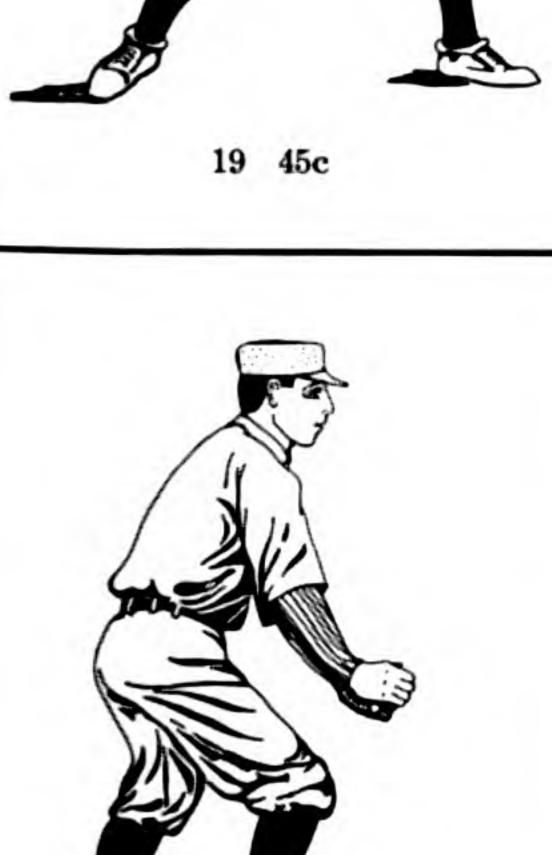


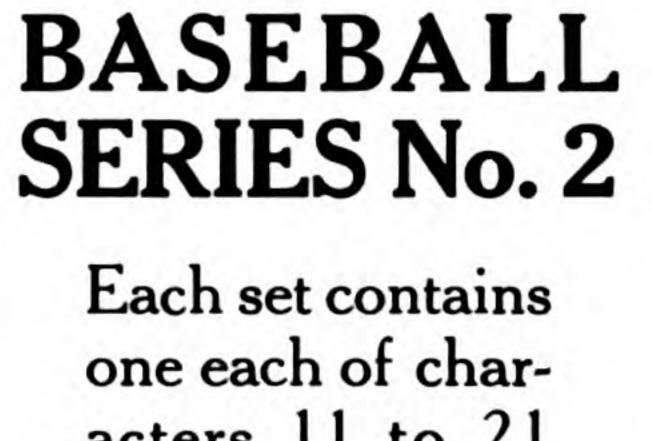




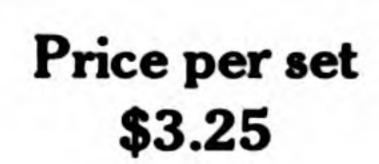








Each set contains one each of characters 11 to 21 inclusive, and three of character 22. ¶All are cast in type molds on point body and point set, perfect justification being quickly obtained



Individual characters at prices quoted





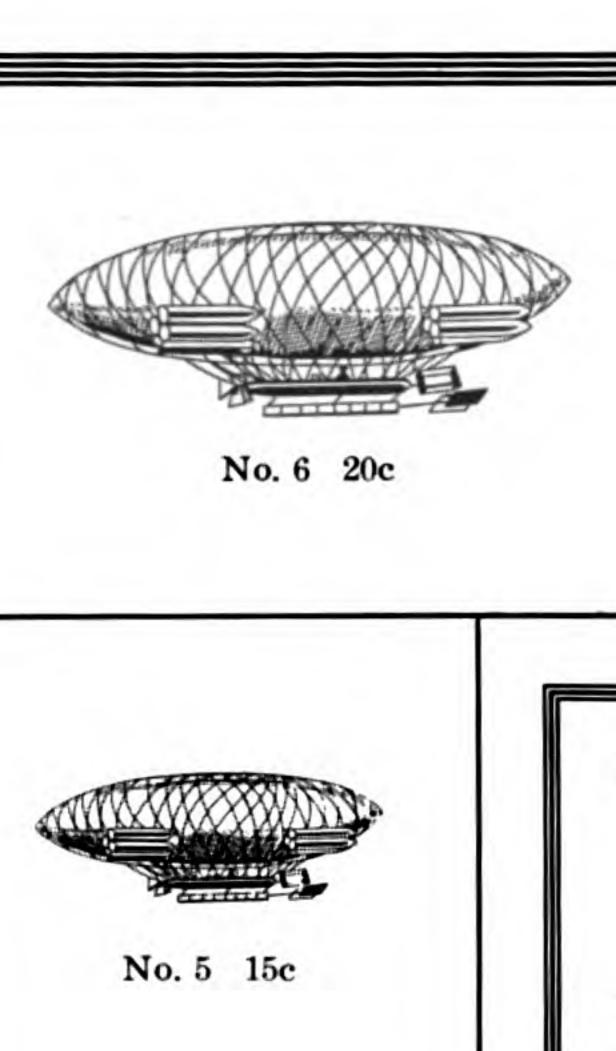


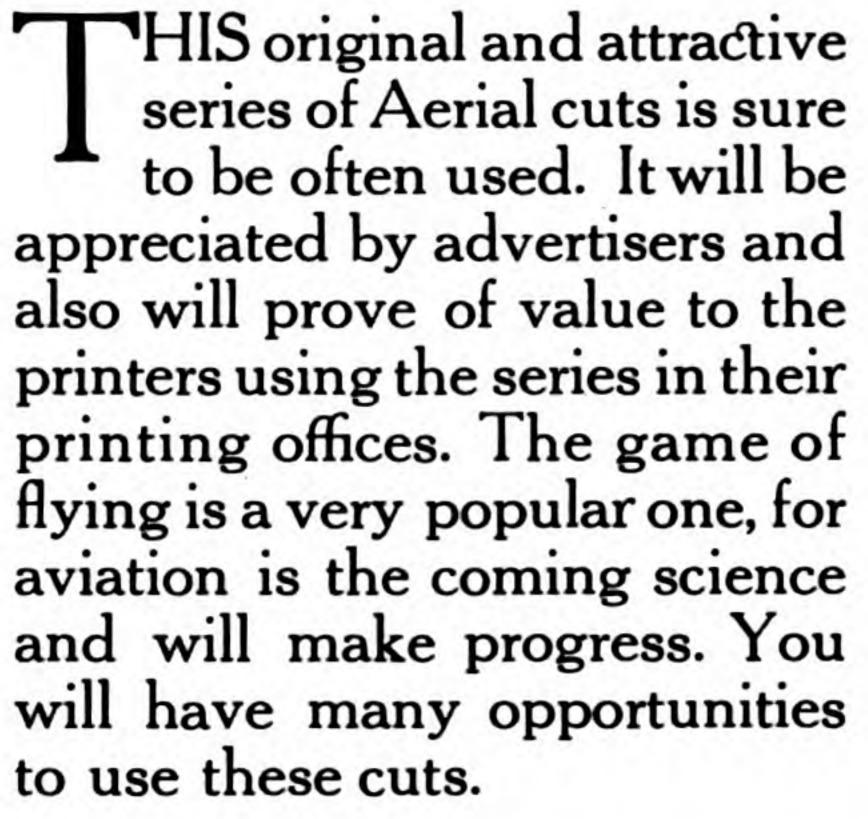


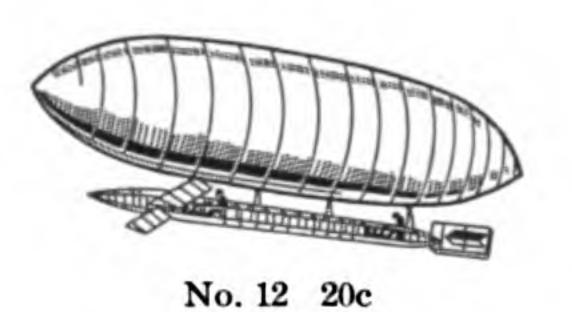


Aerial Cuts

No. 21 30c





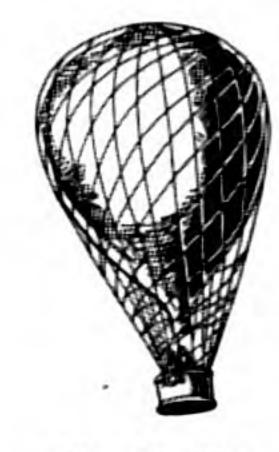


Aerial Cuts in Fonts

These cuts are put up in fonts, each font containing four each of Nos. 8, 14 and 17; two each of Nos. 5, 9, 11, 15, 18 and 23; one each of Nos. 2, 3, 6, 12, 20, 21 and 24

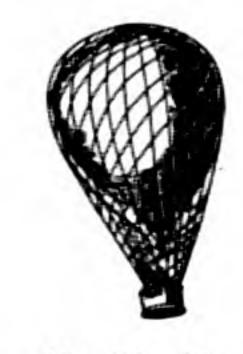
Price per Font, \$2.25

Separate characters at the prices indicated



No. 3 25c

No. 24 25c



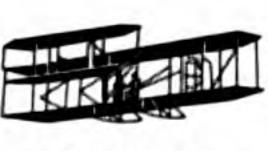
No. 23 20c



No. 18 15c



No. 17 10c

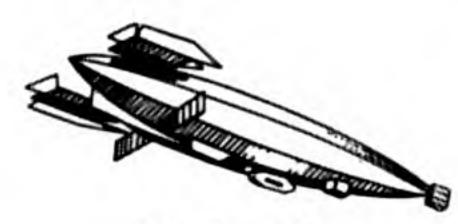


No. 15 15c

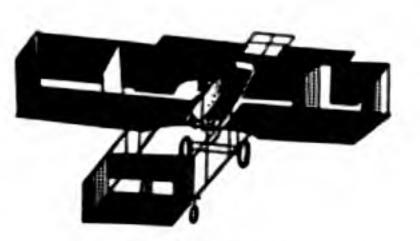
No. 9 15c

No. 8 10c

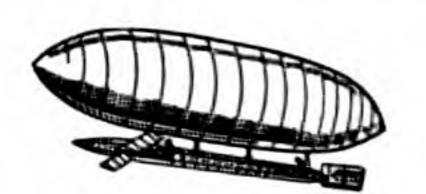
No. 14 10c



No. 20 20c



No. 2 20c



No. 11 15c

AMERICAN TYPE FOUNDERS COMPANY

ORIGINATOR OF STYLISH TYPE FACES

AVIATION TOURNAMENT

DELIMONT AERO FIELD October 14 to November 23

\$75,000 IN PRIZES

Thirty of the World's Greatest Aviators in competition with the Monoplane, Biplane and Dirigible Balloons for Cash Prizes and The WORLD'S CHAMPIONSHIP Hourly Flights for Altitude, Duration and Passenger Carrying; also Speed and Cross-Country Records and Best Time in Starting

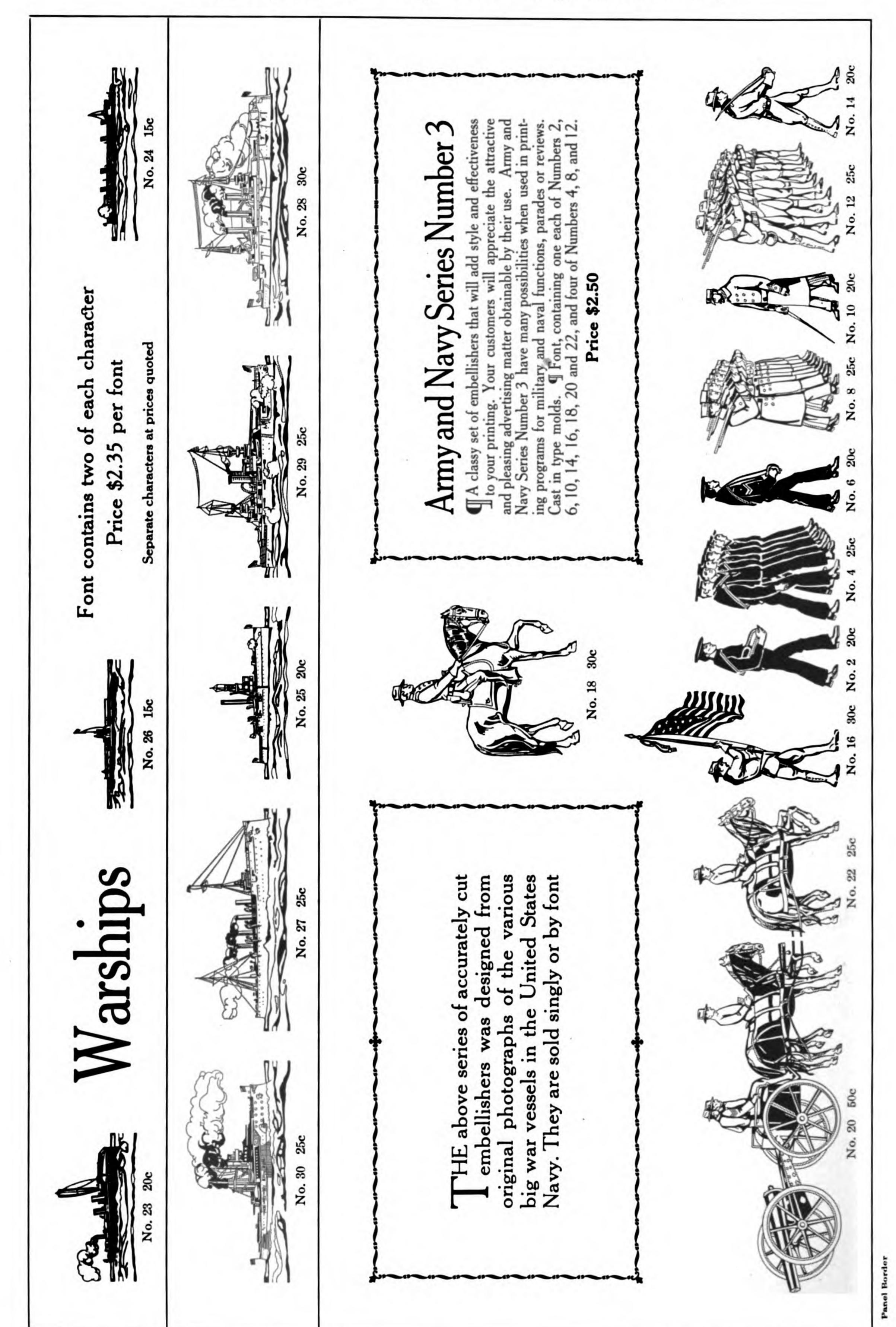
Special Train Service from Pennsylvania Terminal Station Field Space Boxes and Reserved Seats on Sale at the Ticket Office, Tournament Headquarters, 305 Fifth Avenue, N. Y.

General Admission \$5.00





Warships, and Army and Navy Series No. 3

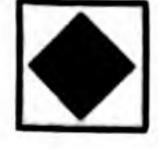




Cincinnati Initials

Nattractive series of initial letters which will be found very useful in every printing office for plain black-and-white or for two-color printing. Made in four different sizes and put up in usable fonts at popular prices, and also priced by single characters. The sensible use of initial letters imparts a decorative quality, even when the printing is done in one color, and in this series the printer has a letter that is dignified and legible and at the same time very distinctive. The designs for one color are made in two styles, each one separately fonted and priced.

American Type Lounders Company





Cincinnati Initials

Sincinnati Fnitials

No. 1160 64 Point Ornamental



Per Set \$3 00 Each \$0 30

No. 52 64 Point Two Color Combination of Nos. 1148 and 1156



Per Set \$5 50 Each \$0 50

No. 1148 64 Point Outline



Per Set \$3 00 Each \$0 30

No. 1156 64 Point Plain

Per Set \$3 00 Each \$0 30

No. 1159 48 Point Ornamental



Per Set \$1 50 Each \$0 20

No. 1155 48 Point Plain

Per Set \$1 50 Each \$0 20

No. 51 48 Point Two Color Combination of Nos. 1147 and 1155



Per Set \$2 75 Each \$0 35

No. 1147 48 Point Outline



No. 1158 32 Point Ornamental



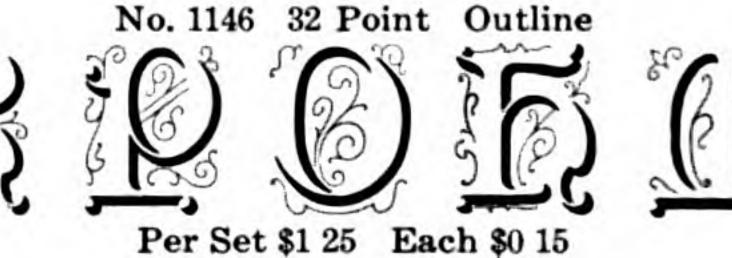
Per Set \$1 25 Each \$0 15



Per Set \$1 25 Each \$0 15

No. 50 32 Point Two Color Combination of Nos. 1146 and 1154





No. 49 24 Point Two Color Combination of Nos. 1153 and 1157



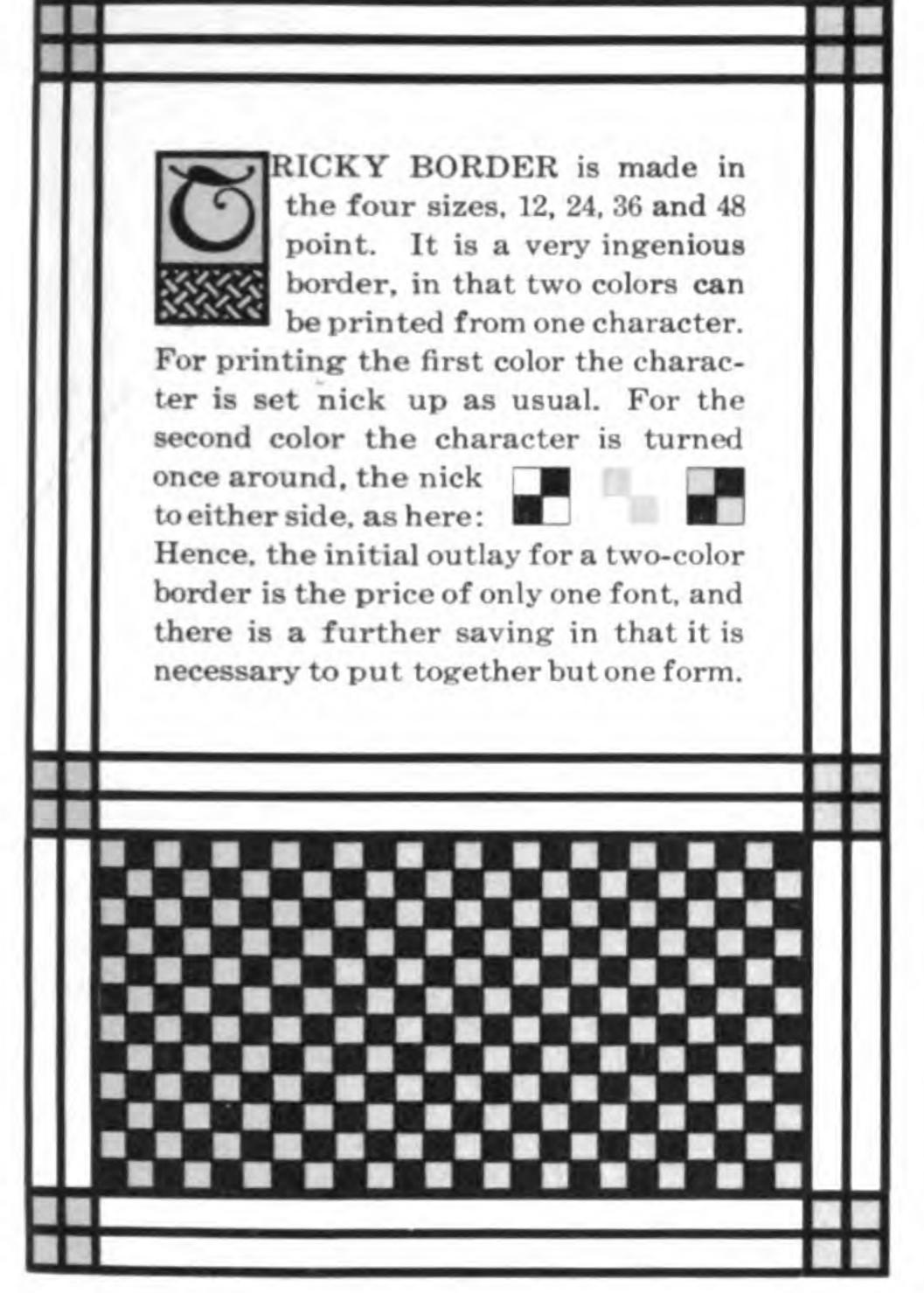
No. 1157 24 Point Outline

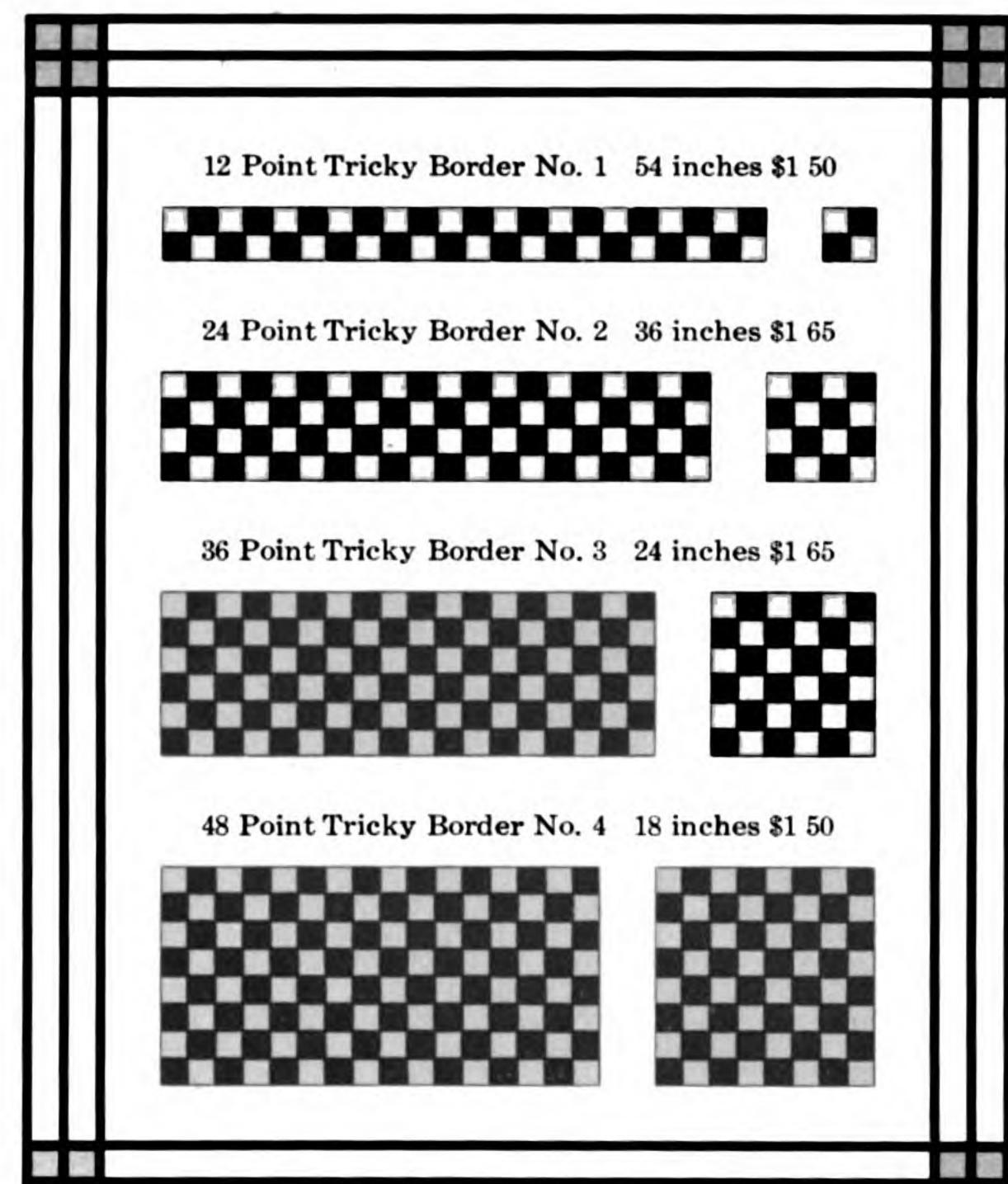
Per Set \$0 75 Each \$0 10

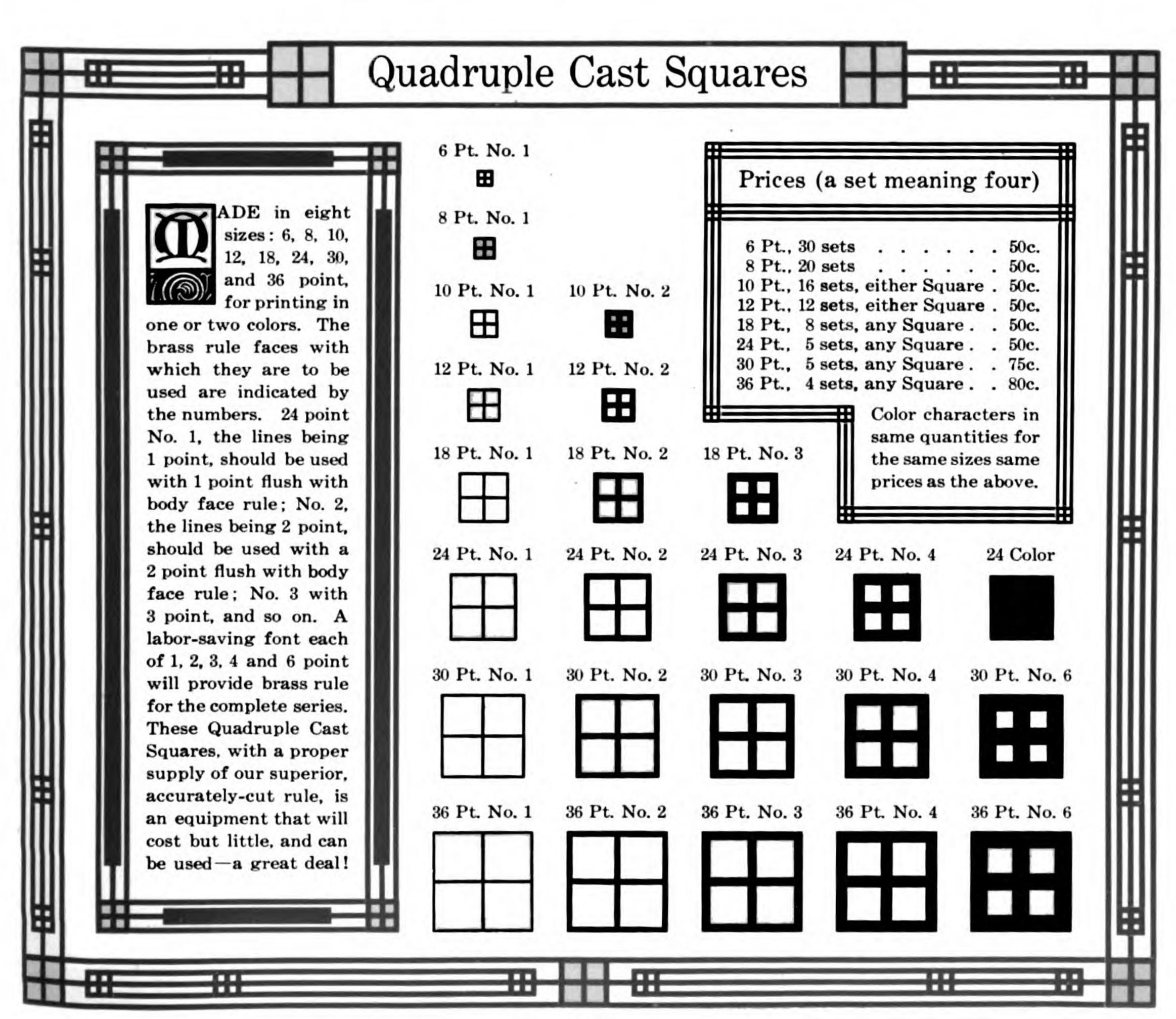
No. 1153 24 Point Plain Per Set \$0 75 Each \$0 10

Merican Type Kounders Company

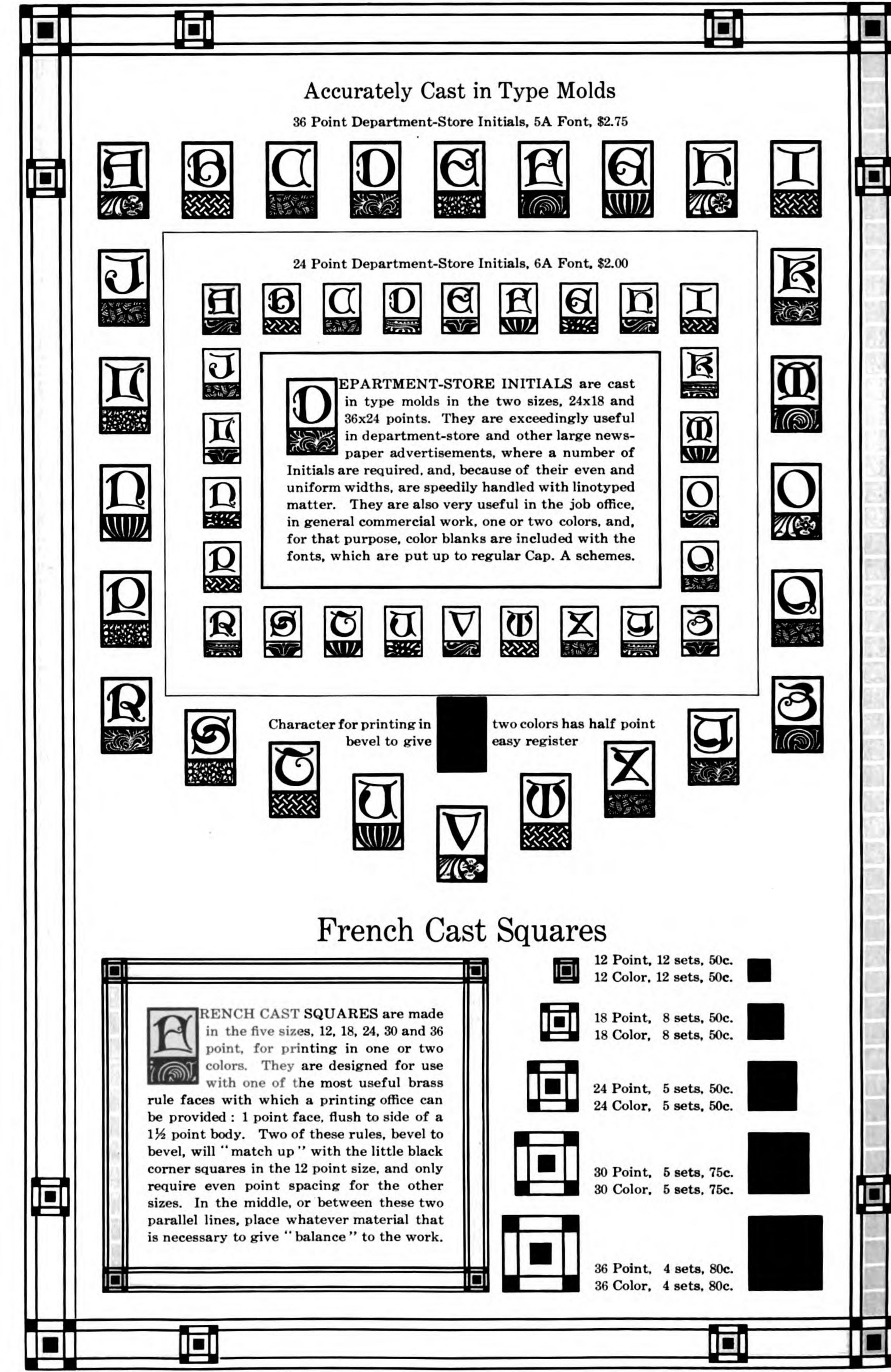
Tricky Border



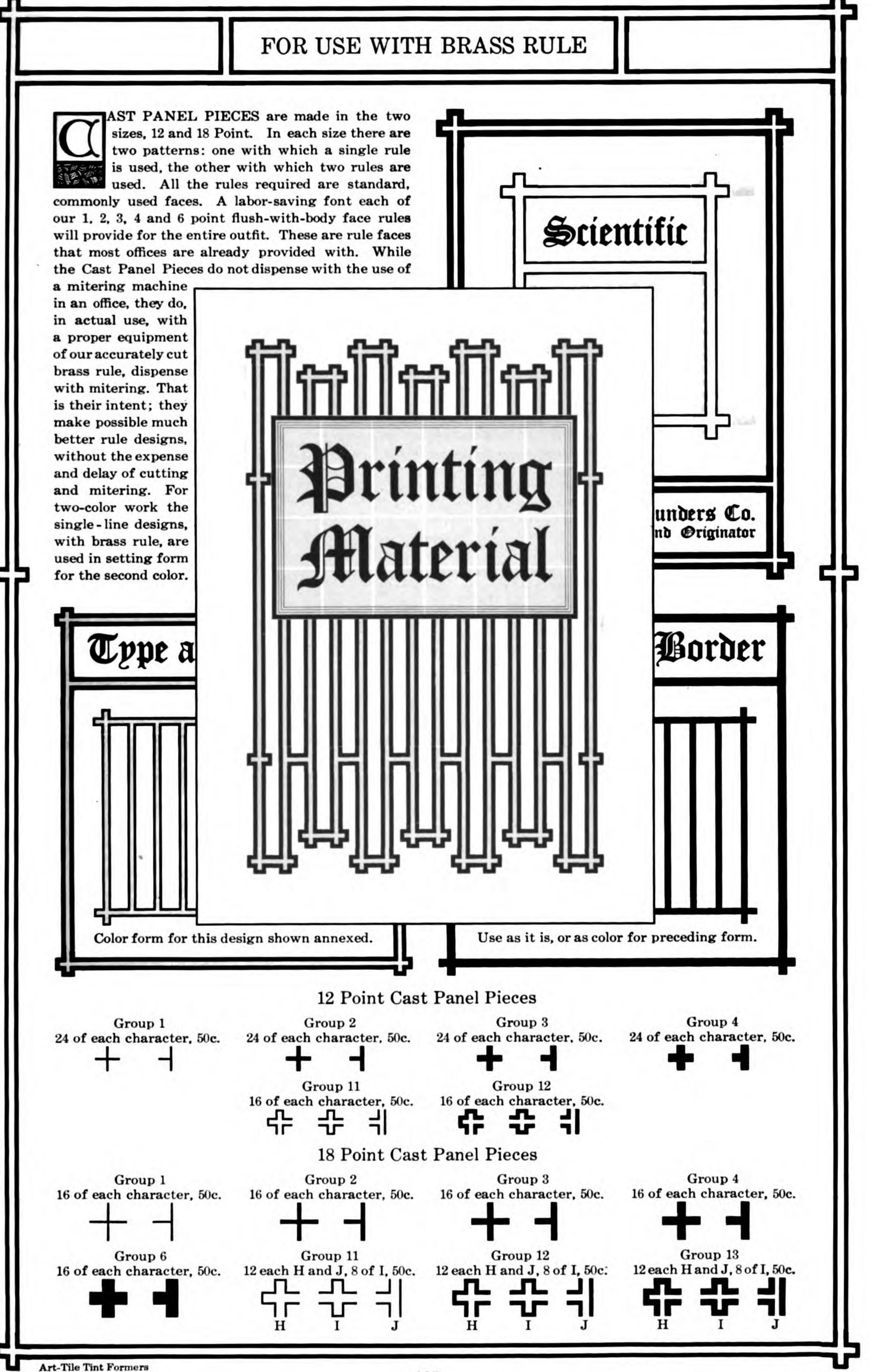




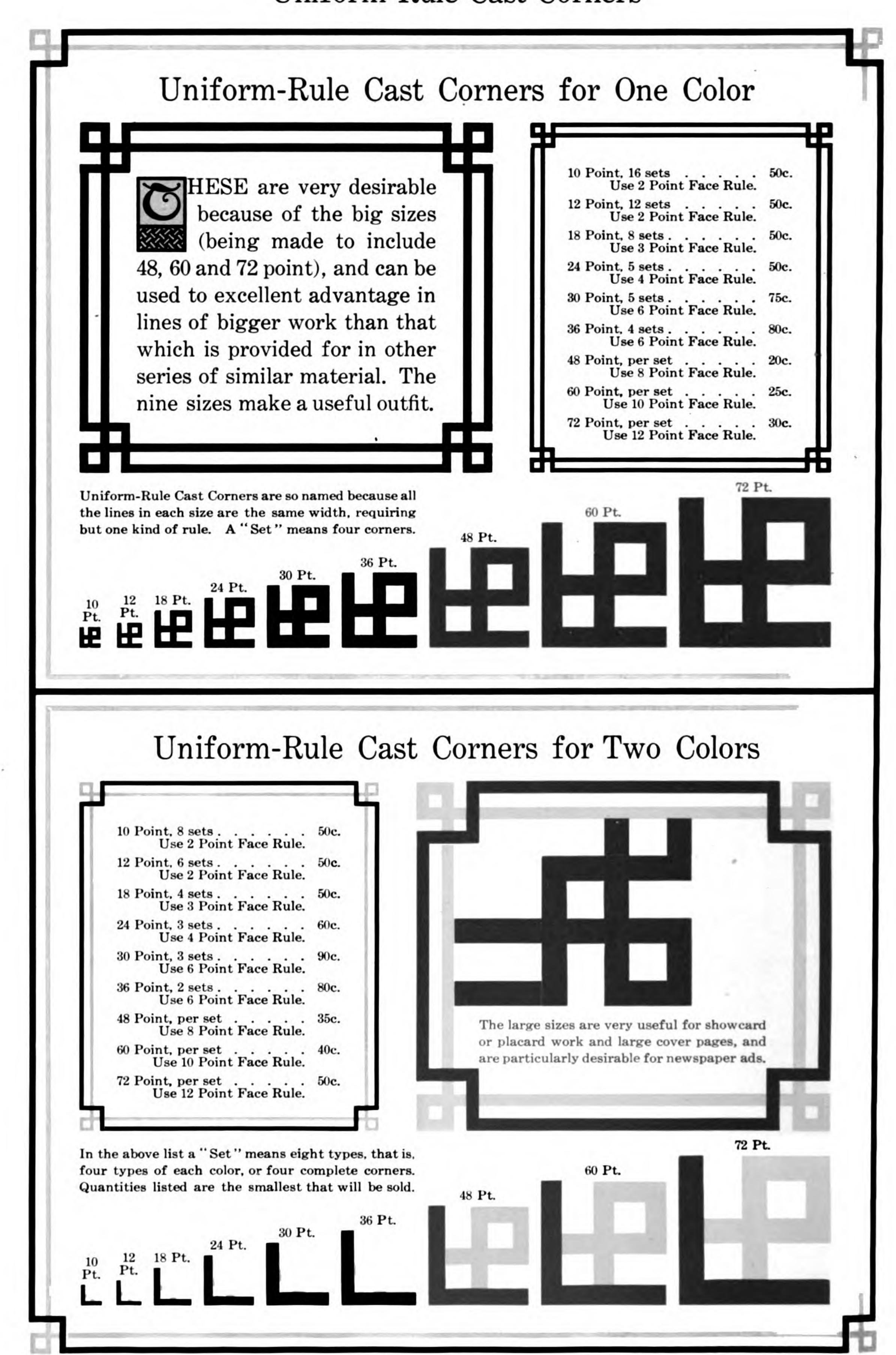
Department-Store Initials

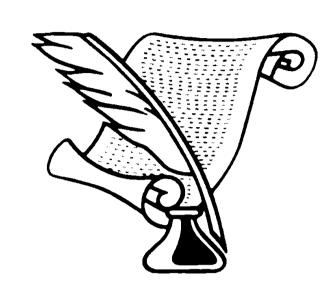


Cast Panel Pieces



Uniform-Rule Cast Corners

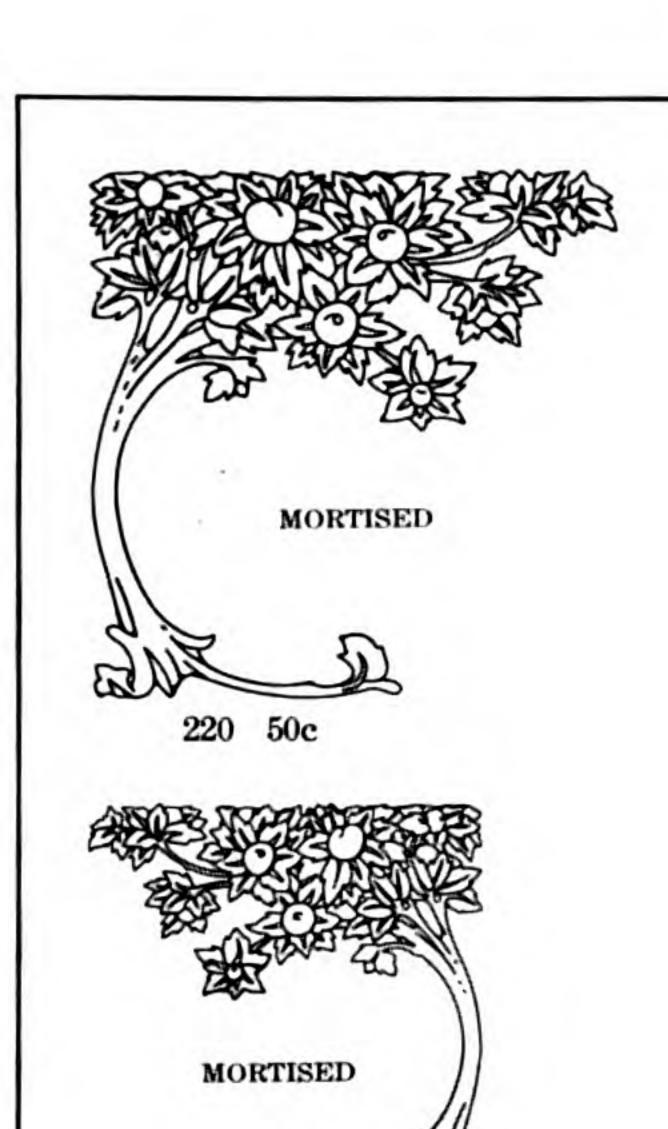


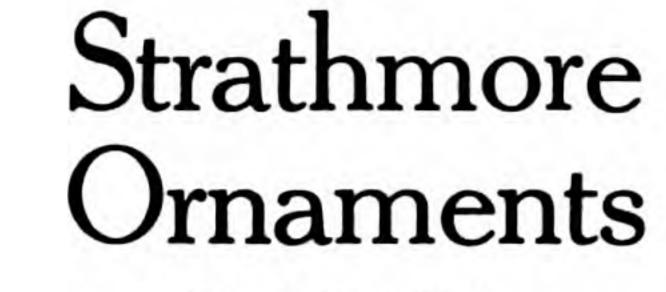


The various Branch Houses of the American Type Founders Company are in a position to furnish you promptly any of the Type Faces or Materials manufactured by the Inland Type Foundry of Saint Louis

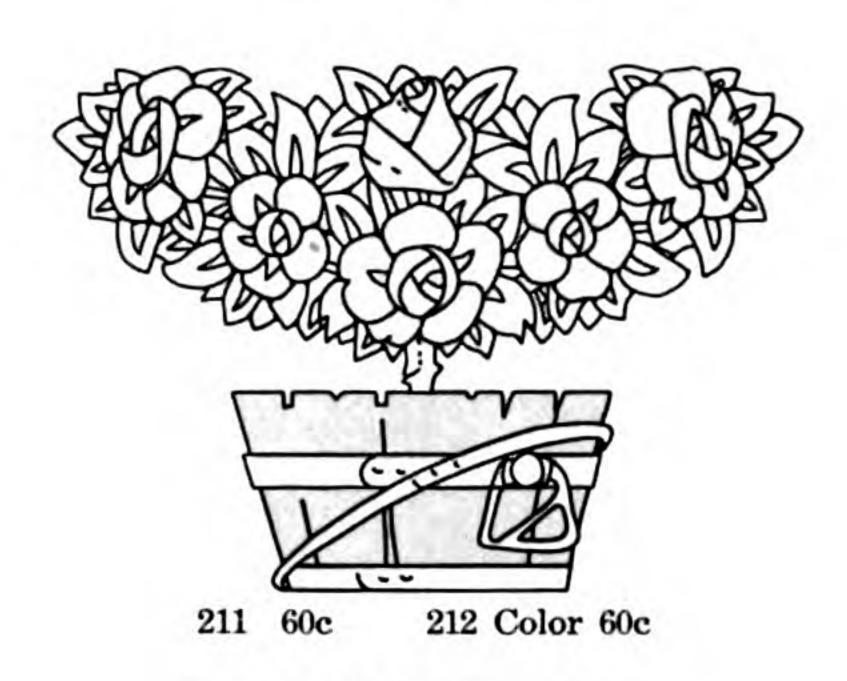
Your orders will be given prompt attention

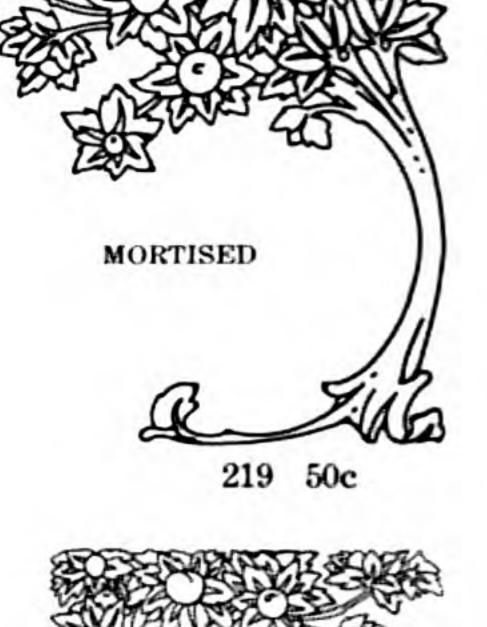
Miscellaneous Ornaments

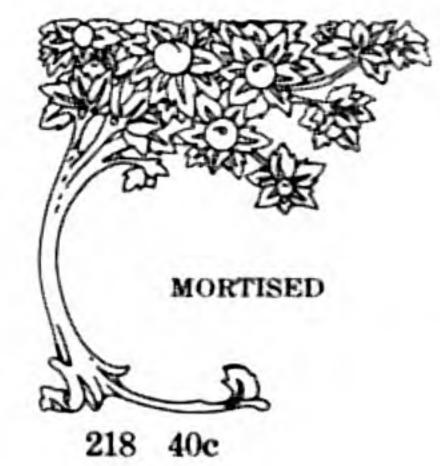




Cast in Type Molds

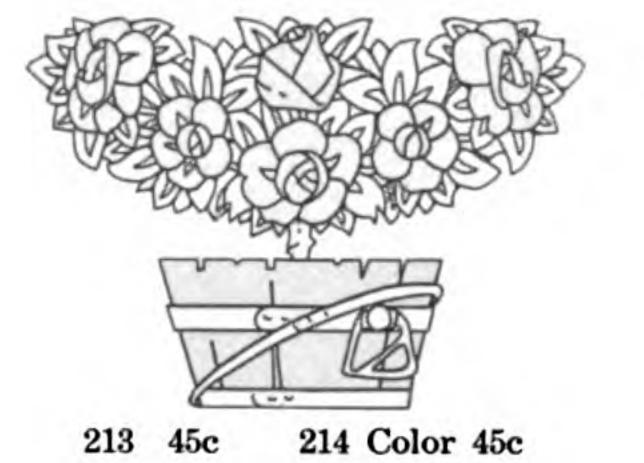




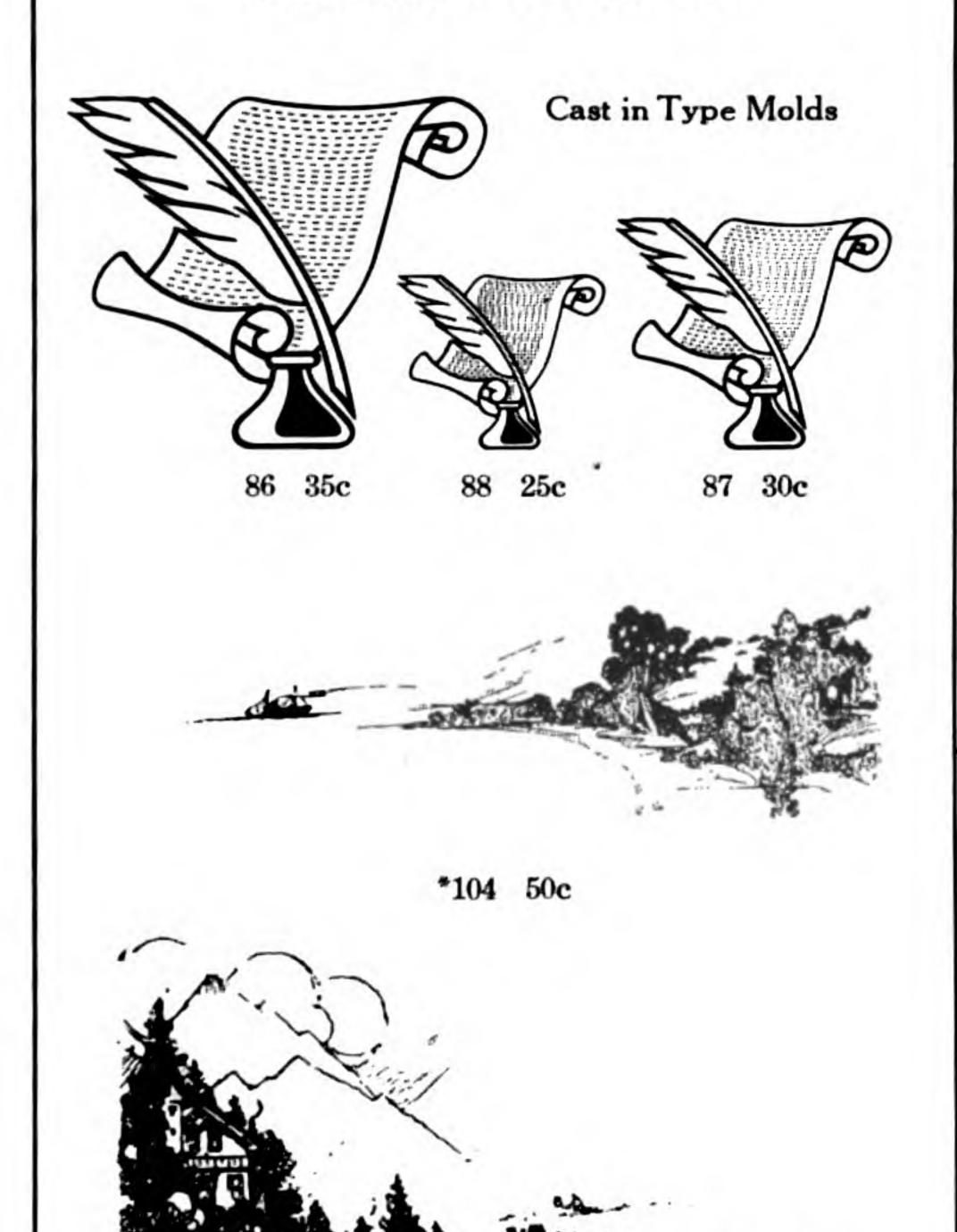








Versatile Ornaments



Art Ornament

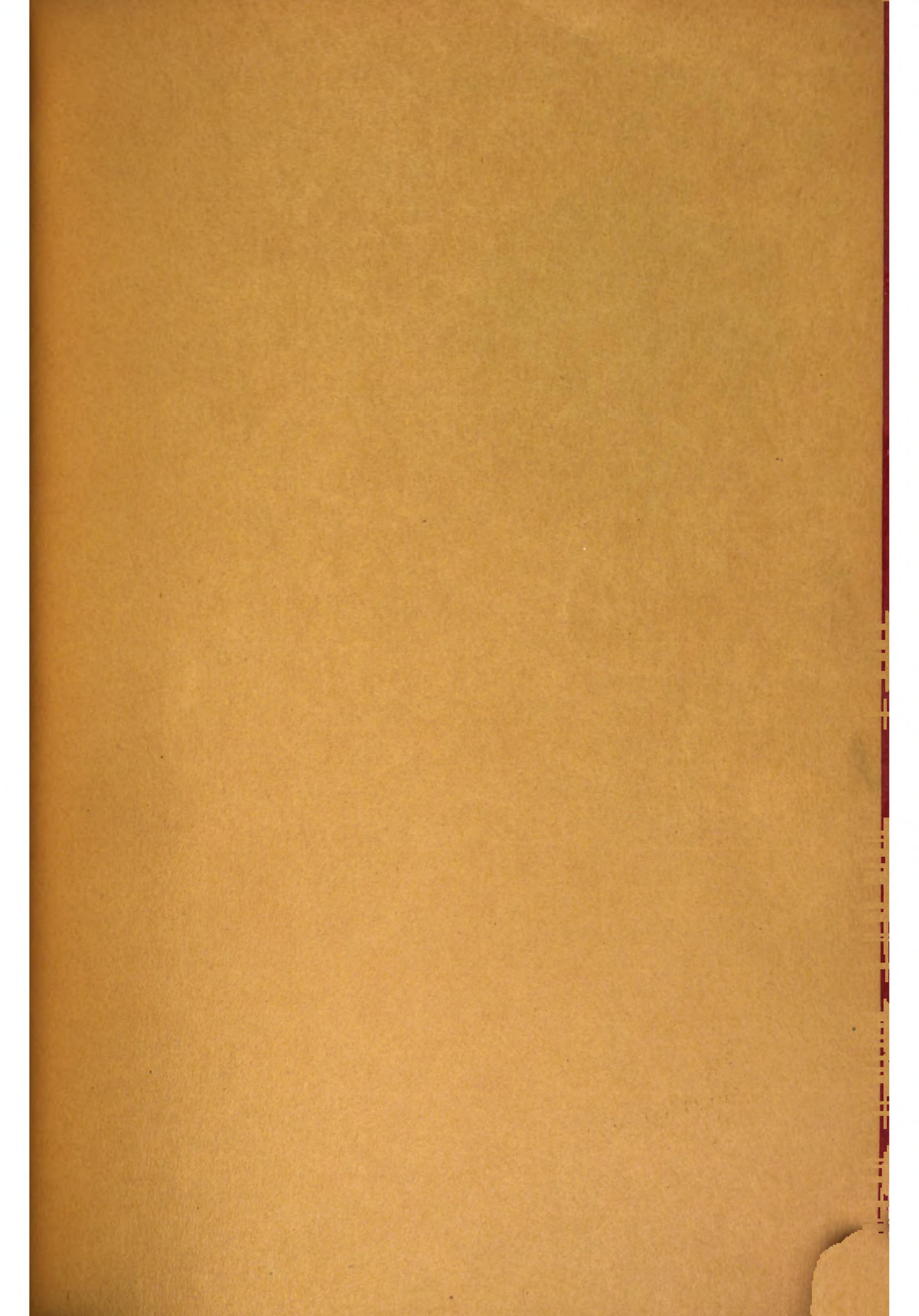


Page Ornament



Renaissance Ornament









THE AMERICAN TYPE
FOUNDERS COMPANY
IS THE LARGEST AND
MOST PROGRESSIVE
TYPE FOUNDER IN THE
WORLD, AND SERVES
THE PRINTER BEST



